

ICC Advertising Guidelines

- 1 Construction related product advertisements from manufacturers, vendors and service providers are encouraged and will be accepted for inclusion in Code Council publications, such as BSJ Weekly and the Building Safety Journal. However, outside of arrangements made with the Code Council, advertisements promoting the following categories will not be accepted:
 - a. Safety Codes and Standards not referenced in the ICC Family of Codes
 - b. Product and System Evaluation and Testing Services
 - c. Plumbing, Mechanical and Fuel Gas Services
 - d. Sustainability (Green) Evaluation and Verification Services
 - e. Training, Education and Certification on Codes and Standards
 - f. Building Department Accreditation and Accreditation Services
 - g. Plan Review Services
 - h. Codification Services
 - i. Content Management Services
- 2 The Code Council must approve all advertisements and reserves the right to refuse any advertisement for any reason.
- 3 The Code Council will not accept advertising unless the client is prepared to validate any claims, issues or statements made in the advertisement about a product, material, system, method or service.
- 4 The Code Council will not accept advertising that contains comparisons to or derogatory, disparaging or inflammatory comments about the client's competitors or about competing products or services.
- 5 The client acknowledges that an advertisement in a Code Council publication does not constitute, and shall not be interpreted as an endorsement by the Code Council of the client's organization, product, material, system, method or service.
- 6 It is understood that clients shall not use the Code Council name or image in their commercial activities in any manner that would directly or indirectly indicate the Code Council's endorsement of the client, or product, system or services, unless there is a contractual agreement with the Code Council.
- 7 The Code Council does not accept advertising that is discriminatory based on race, religion, color, national origin, sex, age or disability.

Acceptance of Contracts

1. No rebates will be allowed for errors in submitted advertisements.
2. The client and/or the client's agency agree to indemnify the Code Council against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringements in their advertisements.
3. No contracts will be accepted for more than 12 months in advance.
4. An order may be canceled by the Code Council if the client(s) fail to pay accounts when due, and the difference between rates billed and rates earned on space used shall become due and payable immediately.
5. Cancellation policy: Client must cancel in writing, including reason for canceling. Written notice must be received at ICC's Birmingham office BEFORE the insertion order deadline of the next scheduled issue. Email or fax is acceptable. Client will be billed the difference in rates times the number of issues run.
6. The Code Council is not bound by any condition or instruction, whether verbal or written, if it is in conflict with ICC's established policies.
7. Contracts must specify a definite schedule of insertions, issues and advertisement sizes.
8. All advertising rates and conditions are subject to change without notice.

**For more information on advertising opportunities with the Code Council, please contact:
MADISON NEAL at 888-ICC-SAFE (422-7233), ext. 6274 or mneal@iccsafe.org**