



# 2009 MEDIA KIT



415 N. State St. ♦ Chicago, IL 60610

312.644.7800

[www.ChicagoCodes.com](http://www.ChicagoCodes.com)

## Index Publishing Corporation Advertising Opportunities



### [Overview](#)

### [Marketing Services](#)

### Ad Rate Sheets

[2009 Chicago Energy Code \(New\)](#)

[2010 Chicago Building Code](#)

[2010 Chicago Electrical Code](#)

[2009 Chicago Zoning Ordinance](#)

[2009 DuPage & Kane County](#)



## Overview

Index Publishing Corporation is a division of the Law Bulletin Publishing Company and has been publishing codes and ordinances used to ensure Chicago area projects comply with appropriate city, county, town and village building and zoning requirements. For decades, Index has been working closely with the City of Chicago to publish their major **codes and ordinances**, and has expanded to all the zoning



information from the collar counties. Index has a full featured GIS mapping site for Chicago zoning at [ChicagoCodes.com](http://ChicagoCodes.com) that includes all the changes in the monthly City Council Journals. The site also contains the current versions of all the codes and ordinances in the Municipal Code of Chicago. Soon, Cook and the collar counties will be available online as well. Index also conducts **seminars** on zoning and land use issues, electrical code review, green building, and building permit review. We produce customized programs designed in conjunction with sponsoring organizations. See the Seminar speaking/sponsorship description. We also provide **online advertising** as well as advertising in our eNewsletters.

## Marketing Services

Index Publishing provides a wide range of marketing services that extend beyond print advertising to email to newsletters to online advertising to seminars. We have extensive mailing lists that reach into all areas of the real estate development community. From architects to attorneys, builders to bankers, contractors to engineers – we help you identify and target your message through our marketing vehicles to optimize your exposure. We can also handle press releases and complete marketing programs as an outsourced marketing director. Call us to see how we can help you grow your business.

## Advertising Rates for

### 2010 Building and 2010 Electrical Code

#### Building Code Pricing

**Full Page:** \$2,250  
**Half Page:** \$1,750  
**Quarter Page:** \$850



#### Electrical Code Pricing\*

**Full Page:** \$2,250  
**Half Page:** \$1,750  
**Quarter Page:** \$1,000



\* These Ads appear both in the Electrical Code and Vol. 2 of the Building Code.

**Call Today for Ad Deadline.**

**Ernie Abood 312.644.7119**

**Robert Leighton 312.644.4031**

**Call for information on Cover, Spine and Inside Cover positions.**

#### Ad Sizes:

Full Page	8 3/8" x 10 7/8" -- Trim size
	8 5/8" x 11 1/8" -- Bleed area
	7 1/2" x 10" -- Live area
Half Page	7 1/2" x 4 1/2" -- Final size
	No bleed accepted
Quarter Page	7 1/2" x 2 1/4" -- Final size
	No bleed accepted

**Ask About  
Online  
Advertising  
On  
ChicagoCodes.com**

For more information please contact **Ernie Abood** at 312.644.7119 , or **Robert Leighton** at 312.644.4031. Or call us at 312.644.7800.

#### Format & Submission:

We accept PDF files with fonts embedded via e-mail. Ads should be in black & white. Email all ads to **Linda Seggelke** – [Seggelke@lbpc.com](mailto:Seggelke@lbpc.com), 312-644-6977.

### Subscriber Demographics

Building Code: (Circulation/readership: 6,000)

30% Architects  
 30% Real Estate Developers  
 10% Legal  
 10% Government  
 10% Contractors  
 10% Miscellaneous

Electrical Code: (Circ/readership: 8,000)

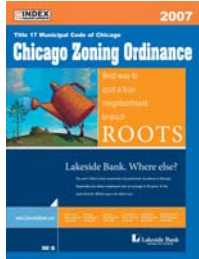
80% Electrical Contractors  
 12% Architects  
 8% Real Estate Developers

Top

## Advertising Rates for 2009 Chicago Zoning Ordinance

### Chicago Zoning Pricing

**Full Page:** \$2,100  
**Half Page:** \$1,250  
**Quarter Page:** \$800



**Call Today for Ad Deadline**  
**Call Ernie Abood 312.644.7119 or**  
**Robert Leighton 312.644.4031**

**Call for information on**  
**Cover, Spine and Inside Cover positions.**

#### Ad Sizes:

Full Page	8 3/8" x 10 7/8" -- Trim size
	8 5/8" x 11 1/8" -- Bleed area
	7 1/2" x 10" -- <b>Live area</b>
Half Page	7 1/2" x 4 1/2" – Final size
	No bleed accepted
Quarter Page	7 1/2" x 2 1/4" -- Final size
	No bleed accepted

**Ask About**  
**Online**  
**Advertising**  
**On**  
**ChicagoCodes.com**

For more information please contact **Ernie Abood** at 312.644.7119, or **Robert Leighton** at 312.644.4031. Or call us at 312.644.7800.

### Format & Submission:

We accept PDF files with fonts embedded via e-mail. Ads should be in black & white.  
 Email all ads to **Linda Seggelke** – [Seggelke@lbpc.com](mailto:Seggelke@lbpc.com), 312-644-6977.

## Subscriber Demographics

Chicago Zoning Ordinance: (Circulation/readership: 6,000)

30% Architects  
 40% Real Estate Developers/Brokers/Appraisers  
 10% Legal  
 10% Government  
 10% Contractors

Top

## Advertising Rates for 2009 Energy Conservation Code

### Energy Conservation Code Pricing\*

**Full Page:** \$1,700

**Half Page:** \$1,000

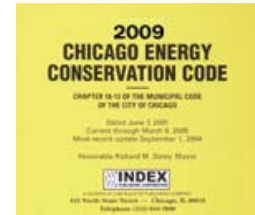
**Quarter Page:** \$700

\* Ads appear both in the Energy Code and Vol. 1 of the 2010 Building Code.

**Call Today for Ad Deadline.**

**Ernie Abood 312.644.7119**

**Robert Leighton 312.644.4031**



**Call for information on Cover, Spine and Inside Cover positions.**

**Ad Sizes:**

Ad Sizes	Building Code Vol. 1	Energy Conservation Code
Full Page	8 3/8" x 10 7/8" -- Trim size	5" wide x 7 1/2" tall
	8 5/8" x 11 1/8" -- Bleed area	No bleed accepted
	7 1/2" x 10" -- <b>Live area</b>	
Half Page	7 1/2" x 4 1/2" – Final size	5" x 3 1/2" – Final size
	No bleed accepted	No bleed accepted
Quarter Page	7 1/2" x 2 1/4" -- Final size	5" x 1 3/4" -- Final size
	No bleed accepted	No bleed accepted

**Ask About  
Online  
Advertising  
On  
ChicagoCodes.com**

For more information please contact **Ernie Abood** at 312.644.7119 , or **Robert Leighton** at 312.644.4031. Or call us at 312.644.7800.

### Format & Submission:

We accept PDF files with fonts embedded via e-mail. Ads should be in black & white.

Email all ads to **Linda Seggelke** – [Seggelke@lbpc.com](mailto:Seggelke@lbpc.com), 312-644-6977.

### Subscriber Demographics

Building Code: (Circ/readership: 6,000)

30% Architects

30% Real Estate Developers

10% Legal

10% Government

10% Contractors

10% Miscellaneous

Energy Conservation Code: (Circ/readership: 2,500)

80% Architects

20% Energy Efficiency Contractors

Top



## Advertising Rates for 2009 DuPage/Kane/Will County Codes

### County Code Pricing

**Full Page:** \$1,700

**Half Page:** \$1,000

**Quarter Page:** \$700

Call Today for Ad Deadline.

**Ernie Abood 312.644.7119**

**Robert Leighton 312.644.4031**

Call for information on Cover, Spine and Inside Cover positions.

Ad Sizes	County Code publications
Full Page	8 3/8" x 10 7/8" -- Trim size
	8 5/8" x 11 1/8" -- Bleed area
	7 1/2" x 10" -- <b>Live area</b>
Half Page	7 1/2" x 4 1/2" – Final size
	No bleed accepted
Quarter Page	7 1/2" x 2 1/4" -- Final size
	No bleed accepted

**Ask About  
Online  
Advertising  
On  
ChicagoCodes.com**

For more information please contact **Ernie Abood** at 312.644.7119 , or **Robert Leighton** at 312.644.4031. Or call us at 312.644.7800.

### Format & Submission:

We accept PDF files with fonts embedded via e-mail. Ads should be in black & white.

Email all ads to **Linda Seggelke** – [Seggelke@lbpc.com](mailto:Seggelke@lbpc.com), 312-644-6977.

## Subscriber Demographics

These publications will include development control information and the zoning information for all the towns and villages in each of the counties. They will be marketed and sold to our subscribers throughout Chicago and all the collar counties and will attract real estate development professionals working on projects in these growth areas.

Top