



# 2010 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

[2010 Chicago Building Code](#)

[2010 Chicago Electrical Code](#)

[2009 Chicago Zoning Ordinance](#)

[2010 DuPage & Kane County](#)



## Overview

Index Publishing Corporation is a division of the Law Bulletin Publishing Company and has been publishing Chicago's codes and ordinances used to ensure 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](#) 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. Index also conducts **seminars** on zoning and land use issues, electrical code review, green

building, and building permit review. Our Annual Building Green Chicago Conferences have become the premier Chicago conference on sustainable design and development. See the Sustainable Campaign description on our site. We also provide **online advertising** as well as advertising in our *Sustainable Chicago* e-zine.



## 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 2011 Building and 2011 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**

**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 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 2010 Chicago Zoning Ordinance

### Chicago Zoning Pricing

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



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## 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  
2010 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**

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<b>Ad Sizes</b>	<b>County Code publications</b>
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
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**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