

Media Kit

2012



 **INDEX**
PUBLISHING CORPORATION

415 N. State Street
Chicago, IL 60654
312-644-7800
ChicagoCodes.com

Index Publishing Corporation

Advertising Opportunities

Overview

Marketing Services

Ad Rate Sheets:

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Overview

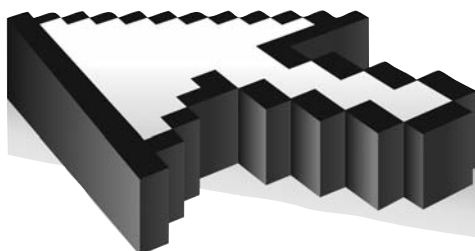
Index Publishing Corporation is a division of the Law Bulletin Publishing Company and publishes Chicago's ordinances and codes used to ensure area projects comply with appropriate city and county building and zoning requirements. For decades, Index has been working closely with the City of Chicago to publish their major codes and ordinances. Index has a full-featured GIS mapping website 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 of 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 development and design.

We also provide online advertising as well as advertising in our Sustainable Chicago e-zine. Visit [Sustainable-Chicago.com](#) for more information on the e-zine.

Marketing Services

Index Publishing provides a wide range of marketing services that extend beyond print advertising including email, newsletters, online advertising and educational 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. Everyone who purchases the books on the following pages also has access to [ChicagoCodes.com](#). Advertising in the books is an excellent way to reach your audience, but also consider banner advertising on our websites. Call us to see how we can help you grow your business.

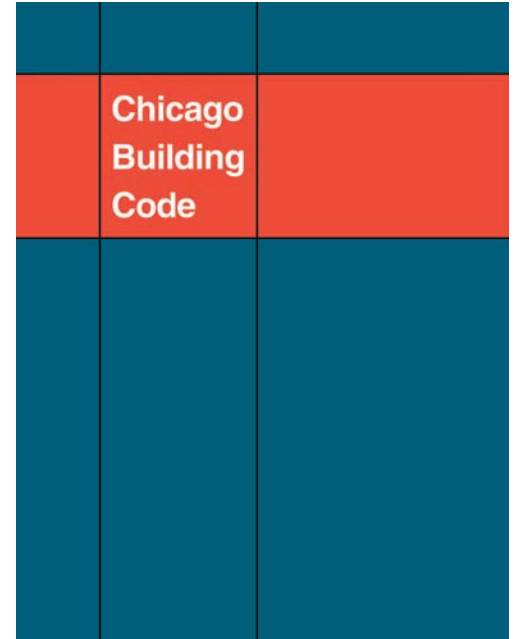


2013 Chicago Building Code: Advertising Rates and Sizes

Overview

The Chicago Building Code comprises the construction and building maintenance chapters of Chicago's Municipal Code in a two-volume set. This includes chapters pertaining to electrical, plumbing, heating, air conditioning, ventilation, refrigeration, structural, accessibility, energy conservation, elevators and fire prevention. These chapters are updated annually, along with the Building Code interpretations used during the permit process.

In addition to the two-volume set, Chicago Building Code customers also receive a one-year subscription to the online version, which is updated monthly with changes from City Council Journals.



Building Code Pricing

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

Contact us today for space and material deadlines, as well as information on opportunities for cover, spine and inside cover positions.

Ad Sizes

Full Page: 7½ x 10
Half Page: 7½ x 4½
Quarter Page: 7½ x 2

Call for more information:
Kevin Good, Account Executive
312-644-6976, kgood@lbpc.com.

Format & Submission

We accept PDF files with fonts embedded via e-mail. Ads should be in black & white. Send all ads to Matt Baker, Editor: 312-644-2393, mbaker@lbpc.com.

Subscriber Demographics

(Readership: 6,000)

30% Architects
30% Contractors
15% Real Estate Developers
15% Engineers
10% Legal

2013 Chicago Electric Code: Advertising Rates and Sizes

Overview

The Chicago Electric Code features all the sections of the city's Municipal Code relating to electrical regulations. The Chicago Electric Code also contains the basic ordinances governing administration of the code itself, construction specifications, rules involving general applications, installations involving special occupancy and special equipment and conditions. Tables and penalties are compiled in one efficient source, including a directory of electrical requirements for all municipalities in Cook County and a cross reference table contrasting the Chicago Electric Code with the National Electric Code.

In addition to the bound book, customers of the Chicago Electric Code also receive a one-year subscription to the online version, which is updated monthly with changes from City Council Journals.

Electric Code Pricing*

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

* All Electric Code ads also appear in volume 2 of the Chicago Building Code.

Contact us today for space and material deadlines, as well as information on opportunities for cover, spine and inside cover positions.

Ad Sizes

Full Page:	7½ x 10
Half Page:	7½ x 4½
Quarter Page:	7½ x 2

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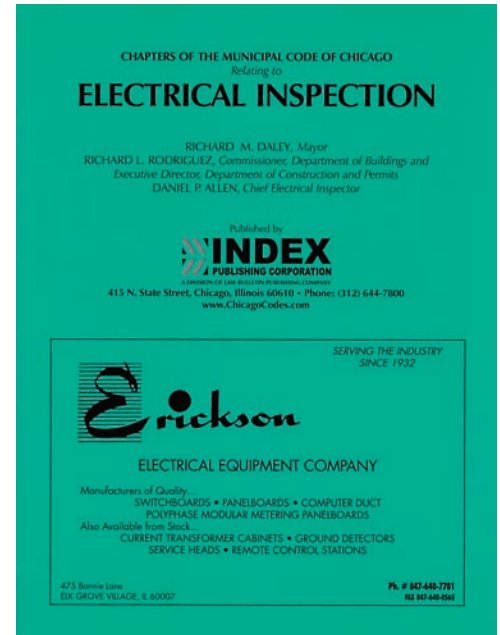
Format & Submission

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Subscriber Demographics

(Circulation/readership: 4,500)

65%	Electrical Contractors
15%	Architects
15%	Engineers
5%	Real Estate Developers



2012 Chicago Zoning Ordinance: Advertising Rates and Sizes

Overview

The Chicago Zoning Ordinance features a compilation of the zoning regulations for the city of Chicago, as well as more than 300 maps showing the zoning of every site within the city limits. Also included are provisions regarding off-street parking and loading, lakefront protection, condominiums, landmarks (with a list of designated landmarks), planned manufacturing districts, adult uses, flood control and the complete residential landlord and tenant ordinance.

In addition to the bound book, customers of the Chicago Zoning Ordinance also receive a one-year subscription to the online version, which is powered by our state of the art mapping software and is updated monthly with changes from City Council Journals.

Zoning Ordinance Pricing

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

Contact us today for space and material deadlines, as well as information on opportunities for cover, spine and inside cover positions.

Ad Sizes

Full Page:	7½ x 10
Half Page:	7½ x 4½
Quarter Page:	7½ x 2

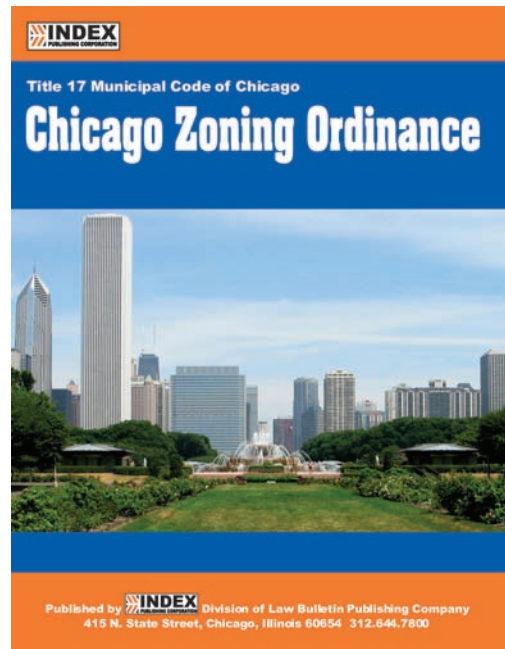
Format & Submission

We accept PDF files with fonts embedded via e-mail. Ads should be in black & white. Send all ads to Matt Baker, Editor: 312-644-2393, mbaker@lbpc.com.

Subscriber Demographics

(Circulation/readership: 6,000)

- 30% Architects
- 25% Real Estate Developers/Brokers
- 20% Appraisers
- 10% Legal
- 10% Contractors
- 5% Government



Call for more information:
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Online Advertising Opportunities: Advertising Rates and Sizes

Overview

ChicagoCodes.com is the online portal for the full line of Index Publishing products. Customers of several of our municipal code publications also receive access to the same information online. This indexed, searchable, database is updated on a monthly basis, which keeps our readers coming back. In addition, we maintain a weekly blog of local construction, real estate, zoning case law, political and other news.

There are three banner ad types on ChicagoCodes.com: site-wide banner, homepage sidebar and interior sidebar. Ads on this website receive hundreds of impressions per day.



Online advertising Pricing (Annual)

Site-Wide Banner: \$3,000
Homepage Sidebar: \$2,000
Interior Sidebar: \$1,500

Contact us today for space and material deadlines. Banner ad positions are very limited, so please call for more information.

Ad Sizes

Banner: 728 x 90 pixels
Sidebar: 125 x 300 pixels

Call for more information:
Kevin Good, Account Executive
312-644-6976, kgood@lbpc.com.

Format & Submission

We accept jpg, tif or other common image files, as well as animated gif files. Send all ads to Matt Baker, Editor: 312-644-2393, mbaker@lbpc.com.

Website Demographics

30% Architects
30% Contractors
20% Real Estate Developers
10% Legal
5% Appraisers
5% Government

