



LOS ANGELES BASIN CHAPTER

INTERNATIONAL CODE COUNCIL

Established 1957
www.icclabc.org

P.O. Box 1855
Glendale, CA 91209-1855



FY 2010

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Assistant Director of
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STRUCTURAL CODE CHAIR

STEVE LAM, SE
Senior Civil Engineer
County of Los Angeles, CA

ICC-LABC CHAPTER POLICY #2009-03 WEBSITE ADVERTISING INFORMATION

To facilitate and promote the posting of advertisements on the Chapter's website, the Board of Directors of the ICC Los Angeles Basin Chapter establishes this ICC-LABC Chapter Policy to assist advertisers when making the request to advertise. The ICC Los Angeles Basin Chapter Board of Directors reserves the right to accept or decline any advertisement deemed inappropriate, not related to the functions of the building and safety department and construction professionals, and inconsistent with the Chapter's mission and goals. Advertisement accepted for posting on the Chapter's website does not imply an approval or endorsement by the ICC Los Angeles Basin Chapter or its member agencies. A disclaimer statement will be placed at the bottom of the Chapter's website noting that: *"The ICC LA Basin Chapter does not approve or endorse any company or products advertised on its website."*

1.0 POLICY. Advertisement space and position on the Chapter's website is available on a first-come, first-serve basis. Advertisement, if accepted and approved by the Board of Directors, will be posted at the beginning of each month. Once advertisement is posted to the Chapter's website, it cannot be changed or substituted until the next posting cycle. There will be no refunds for advertisement cancelled before the end of the contract term. Advertisers are limited to one advertisement space for each contract term.

2.0 CRITERIA. Advertisement must be submitted electronically on CD or by E-mail at least 30 days before the expected posting date to allow for review and processing. All advertisement must contain the firm's name, contact person/department, and phone, fax or email. The advertiser must create all advertisements. The advertisement file requirements and limitations are as follows:

- File size shall not exceed 100k and be limited to exactly 195x80 pixels.
- File format must be in JPEG, GIF, TIFF, or PNG.
- The URL address of the website to be linked to your advertisement.

3.0 RATES. Advertising on the Chapter's website is charged at a flat rate for a 3-month term or 12-month term.

- Three Month Contract = \$600
- Twelve Month Contract = \$2,100

A non-refundable review and processing fee of \$100 shall be required for each subsequent modification made to the advertisement, if any.



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4.0 PAYMENT. Payment to the ICC Los Angeles Basin Chapter must be received in full at the time the application is submitted, which is at least 30 days before the expected posting date. Partial, monthly or quarterly payments will not be accepted. NO EXCEPTIONS WILL BE MADE. THE ICC LOS ANGELES BASIN CHAPTER DOES NOT INVOICE OR PROVIDE RENEWAL NOTICES FOR ANY ADVERTISEMENTS. It is the sole responsibility of the advertiser to diligently follow the advertisement policies promulgated herein.

Remittance of payment shall be by check and made payable to: "ICC Los Angeles Basin Chapter". Payment should be sent to:

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5.0 RECIPROCITY. The ICC Los Angeles Basin Chapter Board of Directors reserves the right to waive part or all of these requirements by Board Resolution for other agencies and organizations.

6.0 CONTACT INFORMATION. For more information on the Chapter's website advertisement policies, please e-mail the Board Treasurer at treasurer@icclabc.org.