

2018

Media Kit



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

Index Publishing Corporation

Advertising Opportunities

Overview

Marketing Services

Ad Rate Sheets:

2018 Chicago Building Code

2017 Chicago Zoning Ordinance

Online Advertising Opportunities

Overview

Index Publishing Corporation is a division of Law Bulletin Media 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. There are ample opportunities for online advertising at ChicagoCodes.com.

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.



2018 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

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

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

Ad Sizes

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

Contact us for more information:
Advertising@ChicagoCodes.com
312-644-7800

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



2018 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

Contact us today for space and material deadlines, as well as information on opportunities for cover, spine and inside cover positions. There are listing opportunities for appraisers, brokers and real estate attorneys.

| | |
|------------|---------|
| Full Page: | \$1,950 |
| Half Page: | \$950 |
| Listing: | \$350 |

Ad Sizes

| | |
|------------|---------|
| Full Page: | 7½ x 10 |
| Half Page: | 7½ x 4½ |

Contact us for more information:
Advertising@ChicagoCodes.com
312-644-7800

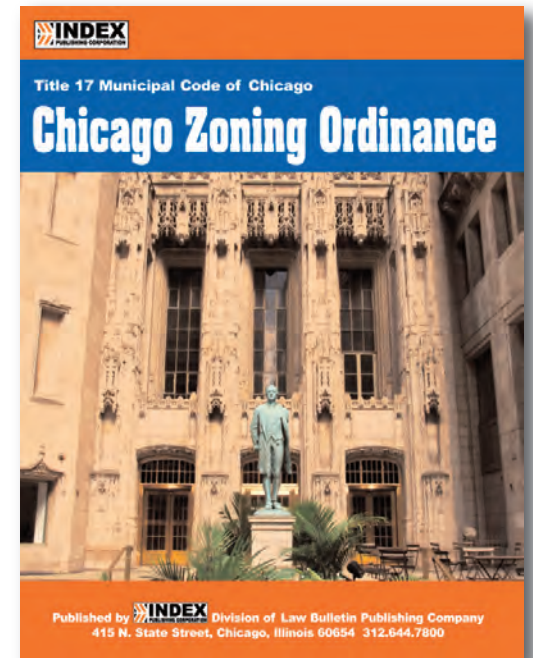
Format & Submission

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 |



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 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)

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

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

Ad Sizes

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

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

Contact us for more information:
Advertising@ChicagoCodes.com
312-644-7800





415 North State Street
Chicago, IL 60654

ChicagoCodes.com
312-644-7800



A division of

LAW BULLETIN
MEDIA™