



INTERNATIONAL
CODE
COUNCIL®

2023 Visibility Prospectus



THANK YOU



We appreciate the generous sponsorship support of a diverse cross-section of organizations which align with the Code Council's building safety mission.



WELCOME

If your business goals for 2023 include raising your brand's visibility and staying top-of-mind with key decision-makers in the building safety community, we can help.

The International Code Council is the leading global source of model codes and standards and building safety solutions. Code Council codes, standards and solutions are used to ensure safe, affordable and sustainable communities and buildings worldwide.



Code Council products and services fall into seven main categories:

1. Codes & Standards
2. Membership
3. Product Evaluation & Testing
4. Accreditation
5. Professional Development & Training
6. Software & Technology
7. Consulting

Our mission is to provide the information, tools, and resources that members rely on, building safety professionals turn to, and the public trusts.

Sponsorship opportunities with the Code Council provide unparalleled access to building safety professionals including code officials, architects, engineers, builders, contractors, inspectors, plan reviewers, permit technicians and designers.

We offer many dynamic ways to showcase your brand including digital ads on our popular blog and in our newsletters, mentions on our podcast, and sponsorship opportunities during our educational programs, Building Safety Month and annual conference.

Our team is happy to help you choose the right mix of opportunities to reach your audience and your goals while maximizing your budget.

Thank you for your interest in sponsorship opportunities with the International Code Council. We look forward to working with you.


With sincere gratitude,

Dominic Sims, CBO
Chief Executive Officer
International Code Council

ICC FAMILY OF SOLUTIONS



Overall Reach

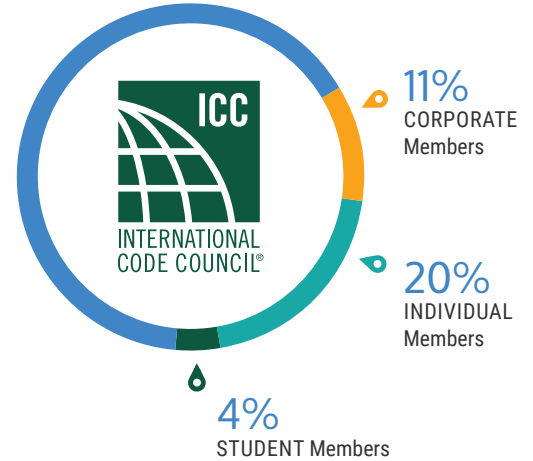
 No. of Members
60,000+

 No. of Chapters
390+

 No. of Customers and BSJ Weekly Subscribers
100,000+

 2022 Pulse Podcast downloads
8,000+

65%
GOVERNMENTAL
Members/
Representatives



Social Media Reach

 **18,000+**
FOLLOWERS

 **15,200+**
FOLLOWERS

 **24,000+**
FOLLOWERS

Sponsorship

Learn Live Webinars

The Code Council will deliver online training sessions on current topics of interest to the building safety industry. See [page 7](#) for more information.

ICC Spring Interchange

The ICC Spring Interchange Code Council brings together building professionals for training sessions and meetings. See [page 8](#) for more information.

Pulse Podcast

Our podcast focuses on industry hot topics. Listenership is approximately 600 per episode. See [page 9](#) for more information.

Building Safety Month

Building Safety Month is an international public awareness campaign celebrated each May to promote modern building codes and the code officials who maintain them. See [page 10](#) for more information.

Annual Conference & Expo

The Annual Conference and Expo is the MUST attend building safety event of 2023! The conference brings together building professionals and industry leaders from around the world to network and learn about the latest advancements in building safety. See [page 13](#) for more information.

Advertising – Building Safety Journal (BSJ)

BSJ Online Blog

The Code Council's technical blog, has 380,000+ pageviews annually and provides the opportunity to reach industry professionals. See [page 21](#) for more information.

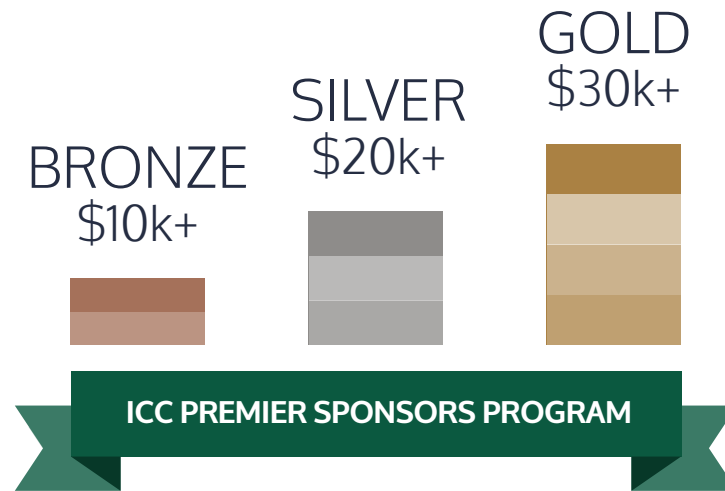
BSJ Weekly

Each issue of the Code Council's digital newsletter is distributed to over 55,000 potential readers. It is a proven, successful way to point prospective customers to your website, programs and services, and generate sales leads. See [page 22](#) for more information.

THE ICC PREMIER SPONSORS PROGRAM

Now in its third year, the ICC Premier Sponsor Program adds even more value to the Code Council's sponsorship and advertising opportunities.

As your organization reaches ascending thresholds of Code Council sponsorship, exhibiting and/or advertising, it will receive a variety of add-on benefits, in addition to those included in specific sponsorship package and advertising buys.



We are fortunate to have many companies and organizations which significantly invest in ICC to reach code officials and building safety professionals throughout the year. The Premier Sponsors program will provide even greater value, as outlined on [page 24](#).

ICC thanks our 2022 Premier Sponsors for their extraordinary partnership and support!

BRONZE



American Concrete Institute



SILVER



GOLD





Learn Live Webinars

ICC's Learn Live webinar program enables organizations to get their name and brand in front of the building safety community while supporting educational opportunities for the industry.

Stand-alone Learn Live webinar topics will be based on approved sponsor proposals and scheduled at a time convenient for the sponsor and the Code Council. The Code Council must approve all Learn Live topics and reserves the right to refuse a topic proposal for any reason.

2023 Learn Live Sponsorship Opportunities

Learn Live Gold Sponsor – \$15,000 (Initial Pricing Promo – \$10,000)

- This 1-hour Learn Live webinar is provided by the sponsor with their content/instructor.
- ICC Training will submit the sponsor provided course materials/objectives for CEU approval and award CEUs to attendees.
- ICC Training will handle the registration and platform setup/management for training.
- ICC Training will supply the moderator.
- Registration will be free to participants due to your sponsorship and capped at 300 participants.
- Sponsor will be appropriately recognized in advance marketing communications to the Code Council membership and training customers. Including but not limited to emails, social media posts, events calendar, and website placement.
- ICC will send out a post-webinar email to attendees with recognition of sponsor and opportunity for sponsor to include a form for their own collection of attendee information.

Save
over 30% with
Initial Pricing
Promo limited
time offer!

Learn Live Gold Sponsor Package – Sponsor 3 or more webinars at the Gold Level within a year – \$12,000 ea./Initial Pricing Promo – \$8,000 ea. (Same benefits as Learn Live Gold Sponsor)

Learn Live Silver Sponsor – \$7,500 (Initial Pricing Promo – \$5,500)

- This 1-hour Learn Live webinar is provided by ICC Training with their content and instructor.
- ICC Training will coordinate the webinar topic with the sponsor to find a subject matter that best suits their organization. Go to learn.iccsafe.org to view our current schedule.
- ICC Training will provide CEUs.
- ICC Training will handle the registration and platform setup/management for training.
- ICC Training will supply the moderator.
- Registration will be free to participants due to your sponsorship and capped at 200 participants.
- Sponsor will be appropriately recognized in advance marketing communications to the Code Council membership and training customers. Including but not limited to emails, social media posts, events calendar, and website placement.
- Sponsor will be recognized at the start and end of the webinar.

Learn Live Silver Sponsor Package – Sponsor 3 or more webinars at the Silver Level within a year – \$6,000 ea./Initial Pricing Promo – \$4,000 ea. (Same benefits as Learn Live Silver Sponsor)

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS
MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager,
Phone direct (301) 979-9524, ICC@discoversb.com.**



ICC Spring Interchange

The ICC Spring Interchange Code Council brings together building professionals for training sessions and meetings.

ICC Spring Interchange Opportunities

Training (Multiple Opportunities – 3 Breakfasts, 3 lunches) Breakfast and Lunch will be buffet style. Available Monday May 1, Tuesday May 2, or Wednesday May 3

- \$5,000
- Breakfast Sponsor – buffet style breakfast prior to the days start of training. Signage at the breakfast setup with sponsor logo and mention on event webpage.
- Lunch Sponsor– buffet style lunch served during the mid-day break of training sessions. Sponsor logo on lunch setup signage and sponsor recognition webpage.

Building Safety Month Reception – Sunday, April 30

- \$5,000 (Multiple Opportunities – 6 stations for food/6 stations for beverages?)
- Each sponsor will receive signage recognition at either a food or beverage station, logo placement on event signage and sponsor recognition webpage.

Joint Education Sponsor (1 opportunity) – Sunday, April 30

- \$3,000
- Sponsor the session (subject matter TBD). Your logo will be shown on screen at the start of the session and verbally acknowledged at the start and end of the session.

Registration Desk Sponsor (1 opportunity for 4 days)

- \$2,000
- A central information hub for attendees to receive help with registration changes, session information, and event logistics. Benefits include: Logo placement on registration desk signage and sponsor recognition webpage. The registration desk will be open 4 days of the event. We will also accept sponsor supplied pens to be placed at the registration desk.

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Podcast

The ICC Pulse Podcast offers listeners the inside scoop on the Code Council and the building safety industry. Episodes of the ICC Pulse Podcast feature interviews with leading industry experts discussing a wide range of topics including current events and new technologies.

For the latest updates and schedule, please visit:
www.iccsafe.org/content/icc-pulse-podcast-topics.

The podcast is available on www.iccsafe.org, [Apple Podcasts](#), [Google Play](#) and [Spotify](#).

Check out our [ICC Pulse Podcast FAQs](#).

ICC Podcast Series Sponsorship Opportunities

- Title Sponsor – The ICC Pulse Podcast – Sponsored by <Company Name> – \$15,000
- Individual Podcast Episode – \$5,000

Sponsors will be acknowledged in all advance and post podcast marketing, on the Building Safety Journal platform once each podcast is posted, and during the podcast.

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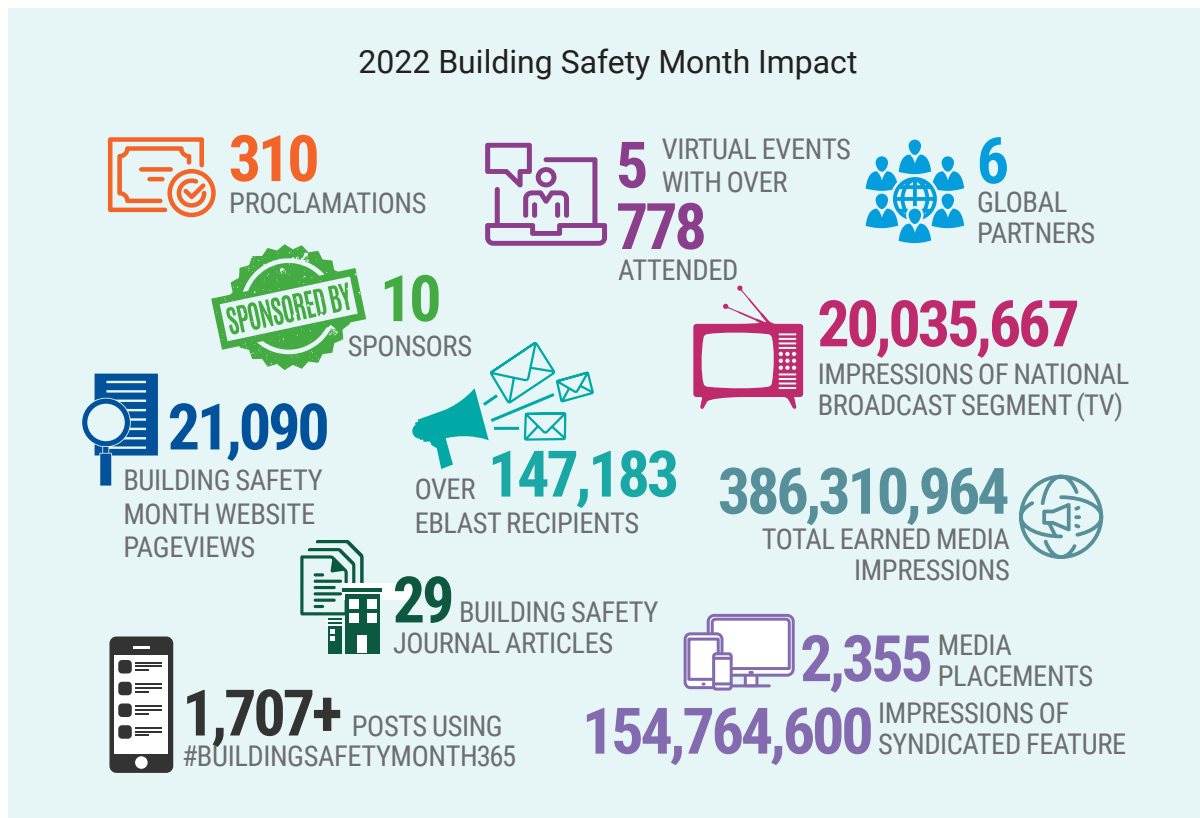


Building Safety Month (May, 2023)

Building Safety Month is an annual public awareness campaign culminating in May that is celebrated by jurisdictions worldwide to help individuals, families and businesses understand what it takes to create safe and sustainable structures. For more than 42 years, the campaign has reinforced the need for the adoption of modern, regularly-updated building codes, a strong and efficient system of code enforcement, and a well-trained, professional workforce to maintain the system.

The Code Council heavily promotes Building Safety Month to its members and chapters worldwide as well as professionals from the building construction, design and safety communities. Building Safety Month sponsors support the program because they understand the need for safe and sustainable structures where we live, work and learn.

Building Safety Month is made possible through the efforts of extraordinary sponsors who receive an unparalleled opportunity to stand out as leaders in building safety. This campaign is a chance for sponsors to reach the Code Council membership, others in the built environment and the public. Each year we receive additional recognition and attention for the importance of building safety by community leaders around the globe.





Building Safety Month 2023 Highlights

The 2023 campaign theme is “**Building Safety Starts With You!**” Frequent messaging in advance of, during and after the month of May will reinforce and leverage these special weekly themes.

Weeks 1 & 2

Building Safety is...Personal: For the first two weeks in Building Safety Month, we'll explore how code professionals and the building safety industry impact our everyday life as individuals at home or at work

Weeks 3 & 4

Building Safety is...Local: In the next two weeks, we highlight the importance of building safety outside of your home—from schools, to offices, to stores—and how you can become an advocate for safety in your community

Week 5

Building Safety is...Global: In our final week, we look at building safety around the world and what we can learn from other countries solving challenges in the built environment

continued



Building Safety Month Sponsorship Opportunities

1. Foundation Sponsor (\$15,000) (Exclusive) **RESERVED**
 - Listed as the presenting sponsor for Building Safety Month with logo on all distributions
 - Sponsored article in the Building Safety Journal
 - Receives all benefits from the Presenting Sponsor Level
2. Presenting Sponsor (\$10,000) (5)
 - Sponsor will choose one of the five weeks to be featured and will have the option to provide a statement on how they impact building safety for that week's press release
 - One (1) complimentary Code Council Annual Conference (Fall 2023) registration
 - Receives all benefits from the Theme Week Co-Sponsor Level
3. Chapter Resources Page Sponsor (\$5,000) (Exclusive)
 - Listed as the exclusive sponsor on the Chapter Resources Page which helps more than 390 Code Council chapters around the world promote building safety in their communities
 - Receives all benefits from the Supporter Level
4. Theme Week Co-Sponsor (\$5,000) (open)
 - Sponsor will choose one of the five weeks to be featured
 - Listed as an overall sponsor of Building Safety Month throughout the campaign
 - Sponsor logo shown on the Building Safety Month website homepage
 - Sponsor logo featured on promotional flyers and advertisements used in virtual sessions.
 - 100-word profile, logo and link to your corporate website on the sponsor web page
 - Sponsor logo and link in the Building Safety Journal
 - Recognition on signage at the Code Council Annual Conference (Fall 2023)
 - Receives all benefits from the Supporter Level
5. Supporter (\$1,500)
 - Social media mentions (LinkedIn, Facebook and Twitter)
 - Company/Individual name listed on the sponsor webpage
 - Use of the Building Safety Month logo to promote your involvement and support

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continued



2023 Annual Conference

The International Code Council’s Annual Conference brings together building safety professionals from around the world. During the conference, participants will have the opportunity to network, earn CEUs, socialize with peers, and participate in elections and other association business. The Annual Conference offers a unique opportunity to reach a large and diverse group of building safety professionals to share your organization’s knowledge and expertise.

In 2023, St. Louis, Missouri, will host the ICC Annual Conference from October 8 – 11.

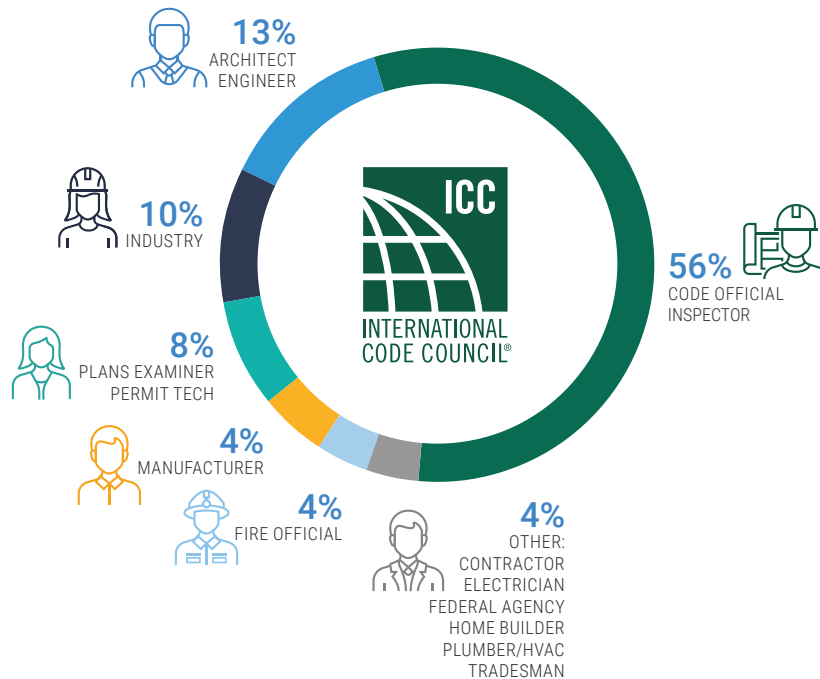
Who attends?

Code and fire officials, architects, builders, engineers, contractors, inspectors, design professionals, plan examiners and industry media.

Conference Features

- Education Sessions & Continuing Education Units (CEUs)
- Off-Site Building Tours
- Networking Opportunities
- Preconference Activities

Attendees by Job





Make a Statement During Annual Conference about Your Commitment to Building Safety and Creating Safer Communities!

If the target audience for your company or organization includes code, fire and plumbing officials as well as inspectors, plan reviewers, architects, designers, engineers, contractors and builders, the ICC Annual Conference provides rare opportunities to affordably reach your most desired customers. Sponsorships and/or advertising at these events allow you to showcase your company's products and services to new customers and renew relationships with existing customers. This is an opportunity you can't afford to miss.

2023 Annual Conference Sponsorship/Advertising Opportunities

▶ Annual Conference Education Sessions

The Conference Education Program will include a day of in-person educational sessions in St. Louis.

- Overall Education Sponsor – \$25,000
- Individual Track Sponsor – \$5,000

Overall Education Sponsor will receive:

- Top-line sponsorship recognition at the Annual Conference which includes:
 - » Sponsor logo on welcome PowerPoint slide in all sessions
 - » Sponsor logo will appear on education signage
- Sponsor has the option to provide handouts such as notepads, pens or pencils at the sponsor's expense. All hand out items must be pre-approved.
- Complimentary 10'x10' booth space at the Expo (excludes decorator fees)
- Two-minute promotional video or in-person greetings at an in-person educational session.
- Two (2) complimentary full conference registrations.
- One (1) banner ad in each daily conference newsletter.

Individual Track Sponsor will receive:

- One (1) complimentary education only registration.
- Logo placement on session welcome slides, sponsor recognition webpages, and conference signage.
- Live conference recognition or a 30-second promotional message during the sponsored track session.
- One (1) banner ad in one daily conference newsletter.

continued



2023 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Conference Mobile App | \$10,000 (Exclusive)

The Annual Conference Mobile App will be the single most-used information resource for Annual Conference attendees. A Conference Program or Pocket Schedule are no longer printed for attendees. As a sponsor of the Mobile App, you receive the following benefits:

- Sponsor logo and/or advertisement will appear prominently within the Mobile App.
- Sponsor logo will be included in all communications and webpages promoting the downloading and use of the Mobile App.
- One (1) complimentary full conference registrations.
- Logo placement on sponsor webpages and general conference signage.

▶ Conference Registration Web Page | \$10,000 (Exclusive)

The registration page is the online information resource for the Annual Conference. The sponsor will receive:

- Logo and appreciation messaging in all conference marketing communications.
- One (1) complimentary full conference registration.
- Logo placement on sponsor recognition web pages and general conference signage.
- A 30-second promotional message on the registration web page.

▶ Conference Keynote Speaker | \$7,500 (Exclusive) **SOLD**

The Annual Conference will feature a keynote address during the Monday Opening Session. Sponsor benefits include:

- Two-minute video or brief remarks, followed by scripted introduction of keynote speaker.
- Logo placement on session welcome slide, general conference signage, and conference sponsor recognition web page.

▶ Awards Luncheon | \$7,500 (Exclusive)

The Awards Luncheon will honor extraordinary building safety professionals and organizations. Sponsor benefits include:

- Event welcome remarks or 2-minute promotional video.
- Recognition in the mobile app.
- Reserved seating for sponsor representatives at the event.
- Logo placement on session welcome slides, general conference signage, and conference sponsor recognition web page.
- Two (2) complimentary Awards Luncheon tickets.

continued



2023 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Welcome Reception | \$7,500 (Multiple)

The Code Council will welcome attendees to St. Louis in style on October 8.

The reception sponsor benefits include:

- Recognition at the event.
- Table space for organization's promotional materials.
- Logo placement on session signage, general conference signage, and conference sponsor recognition web page.
- Two (2) complimentary Welcome Reception tickets.
- Opportunity to provide branded merchandise to attendees. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.

▶ Headshot Café | \$7,500 (Exclusive) **SOLD**

The headshot café will be a free offering to all conference attendees due to your sponsorship. The café will be placed in the expo hall and open during the 2-day expo (Oct. 8 & 9). Attendees will be encouraged to stop by and update their corporate headshot with our professional photographer. Sponsor will receive:

- Signage located in the café
- Sponsor logo included in event marketing and associated web pages.
- Sponsor logo included with digital headshot file distribution

▶ Expo Reception | \$6,000 (4)

Expo Reception sponsors will ensure high traffic at their booth which will include a beverage station during this Monday night reception. As a sponsor, you will receive the following benefits

- Complimentary 10'x20' booth space.
- (Space includes carpet but excludes other decorator fees)
- Beverage stations will be setup in 10' of your booth space on Monday, October 9.
- Sponsor logo and booth number will appear on signage outside the main entrance.

▶ Gala Reception | \$5,000 (Exclusive) **SOLD**

This reception will afford attendees an additional networking opportunity before the Annual Conference Gala. Sponsor benefits include:

- Signage located at the beverage stations.
- Sponsor logo and booth number will appear on signage outside the main entrance.
- Two (2) complimentary Gala tickets.

continued



2023 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Conference Onsite Registration Area/Information Desk | \$5,000 (Exclusive)

A central information hub for Annual Conference attendees to receive help with registration changes, session information, and conference logistics. Benefits include:

- Prominent signage in registration area.
- Logo placement on general conference signage and conference sponsor recognition web page.
- One (1) complimentary full conference registration.
- Sponsor can provide one sponsored item for tote bag. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.
- 30 second video to play in registration area

▶ Conference Tote Bags | \$5,000 (Exclusive) **SOLD**

Be the first company in front of attendees as they are given their totebags at check-in. The conference tote bag, produced by the Code Council, will feature the Annual Conference logo on one side and your organization's logo/message on the other.

▶ Sanitizing / Charging Station | \$5,000 (Multiple)

Associate your brand with the amenities of hand sanitizer supplies and power supply for computers, cell phones and other electronic devices. As a sponsor, your logo will appear on signage promoting the sanitizing/charging kiosks, on the conference sponsor recognition webpages and on general conference signage.

▶ Morning Coffee Break Station | \$5,000 (Multiple)

Your company or organization will receive full credit via signage recognition for offering complimentary coffee/tea service for attendees on Monday or Tuesday morning (10/09 or 10/10).

continued



2023 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Attendee Registration Packet | \$5,000 (Exclusive) **SOLD**

Attendee registration packets will be mailed prior to the show. Announce your company to each attendee by including a small branded 'give away' item in the packet. Give away items may include notepad, charging cords, hand sanitizer, pens, or another item upon approval.

Sponsor logo will be included prominently on the insert.

NOTE: Sponsors must mail in their branded items by August 31, 2023, for guaranteed inclusion in the attendee registration packet. Give away items are subject to size and weight limits.

▶ Mobile App Daily Alert | \$3,000 (3)

Get directly into the palm of the hand of each attendee through a mobile app daily alert. The alert will go out at 8:00 AM on the day chosen to all conference attendees. Alert message will include the sponsor's logo and 25-word description.

▶ Attendee Registration Initial Confirmation Email | \$3,000 (Exclusive)

Get the first impression with conference attendees when you sponsor the registration confirmation. This confirmation email is sent out as attendees register for the event. The sponsor's logo, booth number and 25-word description will be included at the bottom of the confirmation email. (Exposure is based on time of purchase.)

▶ Attendee Registration Final Confirmation Email | \$3,000 (Exclusive)

Two weeks prior to the conference, a confirmation email will be sent out with important information about the conference and the registration process. Sponsor's logo, booth number and 25-word company description will be included at the bottom of the confirmation email.

▶ Expo Happy Hour | \$3,000 (4)

The Expo Happy Hour will be Sunday, October 8 from 6–7 pm. This social event will allow you to network with exhibitors and peers before heading off to the 2023 Welcoming Event. As a sponsor, you will receive the following benefits:

- Signage located at the beverage stations.
- Sponsor logo and booth number will appear on signage outside the main entrance.

▶ Tote Bag Placement | \$2,000 (Multiple)

Provide one sponsored item for tote bag. Item must be approved by Code Council staff; sponsor in charge of item creation and delivery.

NOTE: Sponsors must mail in their branded items by August 31, 2023, for guaranteed inclusion in the tote bag. Give away items are subject to size and weight limits.

continued



2023 Annual Conference Sponsorship/Advertising Opportunities (continued)

▶ Expo Passport Raffle | \$1,000 (Space limited to first 12)

Attendees must visit each sponsor on the passport to be eligible for prize drawings, which will take place on Sunday night during the Expo Happy Hour Reception and Monday during the Expo Reception.

ADVERTISING OPPORTUNITIES

▶ Aisle Signs | \$2,000 (Multiple)

Increase your exposure during the Expo by sponsoring an Aisle Sign. One sign hanging above an aisle will include your company name, logo and booth number.

▶ Freestanding Ad | \$1,000 (Limited)

Placed in high-traffic public areas of the conference, these freestanding, single-sided displays are a great way to gain additional exposure for your company. Sign measures 24" wide x 72" high. (Displayed October 8–11).

▶ Digital Advertisement (onsite television screen) | \$1,000

Company recognition (just name or logo capability) on in-house video monitors in high-traffic public areas of the conference venue. (Displayed October 8–11)

▶ Daily Conference Newsletter Banner Ad | \$1,000

The Building Safety Journal issues a special daily newsletter during the Annual Conference to all conference attendees. Banner ad per issue is 600x100pixels (width x height), 72dpi, 300kb file size, 175 maximum character count in either PNG or JPG format. Days will be given on a first come first served basis.

▶ Floor Ad Decal | \$500 (Limited)

Sure to catch the eyes of all the attendees walking the floor and drawing them to your booth, these custom printed decals will be placed at the expo entrance and/or aisles. Floor graphics will be 4' x 4' in size. (Displayed October 8–11).

Sponsorship subject to change.

**For more information, please contact: OFFICIAL SPONSORSHIP VENDOR for ICC – SB EXPOS & EVENTS
MAUREEN HENNESSEY, Exhibit/Sponsorship Sales Manager,
Phone direct (301) 979-9524, ICC@discoversb.com.**



International Code Council Expo

The 2023 International Code Council Expo is a place where exhibitors can educate and update building safety and design professionals. Take advantage of this opportunity to connect your organization with a broad audience of code officials, building safety professionals and other industry leaders to attract new leads and achieve your business development goals.

Why Attend

- Meet face-to-face with building safety and design professionals that are local, from across the country and around the world
- Demonstrate your product and show how it stands out from the competition
- Educate attendees about your products and services and why they are important to their business or next building project
- Establish your credibility as an expert by networking with attendees and helping them solve real world challenges

Benefits of Exhibiting

- Two (2) complimentary exhibitor badges for every 100 square feet of exhibit space*
- Complimentary listing on the Expo website (Listing includes company name, booth number, web address, and 100-word company description)
- Complimentary listing in the Mobile App (Listing includes company name, booth number, phone number, web address, company logo, and 100-word company description)
- Complimentary listing on signage located outside the main expo entrance (Listing includes company name and booth number)
- Use of the Expo logo and marketing materials to help with your exhibit promotions

Exhibitors are responsible for the following services (not included in booth space fee):

- Booth furnishings
- Booth carpet or floor covering (required)
- Inbound and outbound shipping and freight handling cost
- Electrical, Internet or other utility services
- Audiovisual equipment
- Booth installation and dismantling
- Booth cleaning

Exhibitors may promote their brand, products and services as long as these items do not, in the judgment of Show Management, rise to the level of advocating a position on a code hearing action. Advocating a position on a code change is strictly prohibited.

Exhibitor Rates

- \$2,500 – Standard Fee (+\$150 for corner)
- \$2,000 – Early Bird Fee (+\$150 for corner) [register by July 1, 2023]
- Fees listed are per 10'x10' or 100 sq. ft. booth space

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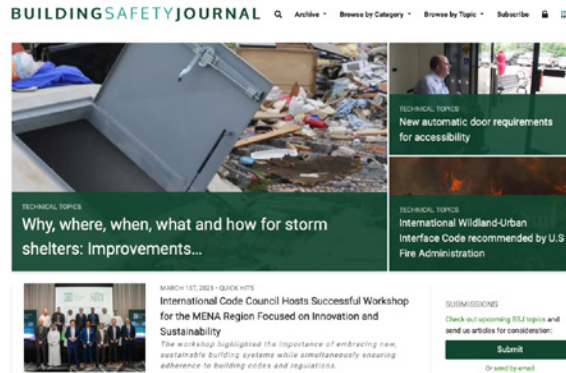
** Exhibitor badges are only valid for functions inside the exhibit hall and public events. They are not valid for meal functions or education sessions.*



Building Safety Journal

The Building Safety Journal is the International Code Council's award-winning blog that features articles relevant to current trends and hot topics within the building safety industry. Our audience includes code and fire officials, architects, engineers, builders, contractors, inspectors, plan reviewers, permit technicians and design professionals, as well as the general public.

The purpose of the Building Safety Journal is to educate, not promote, and our content can be broken down into four main categories – technical topics, personal perspectives, member news and quick hits. On average, the Building Safety Journal receives around 33,000 pageviews a month.



Building Safety Journal Advertising Specifications

- 270 x 270 px – JPEG and PNG are preferred, 72 dpi or better.

Pricing

\$1,000 per month

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Buy More and Save

- One monthly ad for the online platform and one newsletter ad – \$2,880 (10% discount)
- Six BJS Weekly ads – \$12,000 (weekly newsletter and spend only \$2,000 per ad)

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