

# 2021 MEDIA KIT



*Green Building News* has been a long-time online information source that focuses on sustainable building for the commercial and institutional facilities community, with an audience reach of more than 44,000. With the launch of **The Vert** NewsWire in November 2017, *Green Building News* continues to be *the* news source for all things related to green building. With monthly content curated from sister publications and industry websites, **The Vert** is now the go-to source for facility administrators, managers, architects, engineers, suppliers and contractors interested in reading more about sustainability in the market. *Green Building News* is also active on social media, bringing industry insight to its almost 50,000 followers on Twitter @GreenBuildNews.

In addition to targeted marketing solutions tailored for *Green Building News* subscribers, Emlen Media offers marketing solutions with its other sister publications, websites and NewsWires covering the vertical markets of schools, healthcare and justice facilities. Combine exposure in *Green Building News* with other market sector publications to maximize your reach and customer base.

## ***School Construction News, publishing since 1998***

**[www.SchoolConstructionNews.com](http://www.SchoolConstructionNews.com)**

- K-12 and higher education facility construction and operations
- Print and digital reach of more than 20,000
- Readers include architects, engineers, project and program managers, administrators, school board officials, superintendents and purchasing managers

## ***Correctional News, publishing since 1994***

**[www.CorrectionalNews.com](http://www.CorrectionalNews.com)**

- Correctional facility construction and operations
- Prisons, jails, courthouses and juvenile detention facilities
- Print and digital reach of more than 18,000 +
- Readers include wardens, sheriffs, architects, engineers, facility and operations managers, healthcare workers and government agencies

## ***Healthcare Construction & Operations News (HC+O), publishing since 2002***

**[www.HCOnews.com](http://www.HCOnews.com)**

- Healthcare facility construction and operations, including hospitals, clinics, skilled nursing and long-term care facilities
- HC+O NewsWire circulation of nearly 13,000
- Readers include architects, designers, engineers, operations managers, business and finance purchasing managers, and facility administrators

Each issue of **The Vert** NewsWire provides a comprehensive market snapshot of breaking news nationwide, trends and best practices that can lead to better business and operational decisions. Our audience reach of more than 44,000 includes facility operators, managers and administrators, together with architects, engineers, maintenance personnel, suppliers and contractors.

## 2021 NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Educational Facilities	<ul style="list-style-type: none"> <li>• Bathroom Fixtures</li> <li>• Classroom Furniture</li> <li>• Outdoor Equipment</li> </ul>	1/20/21	1/27/21
February	Renewable Energy Technology	<ul style="list-style-type: none"> <li>• Green Roofs</li> <li>• Solar-Powered Technology</li> <li>• Energy Management</li> </ul>	2/17/21	2/24/21
March	Commercial Interiors	<ul style="list-style-type: none"> <li>• Flooring</li> <li>• Paints &amp; Coatings</li> <li>• Door Partitions</li> </ul>	3/17/21	3/24/21
April	Sustainable Facility Services	<ul style="list-style-type: none"> <li>• Plumbing</li> <li>• Kitchen/Cafeteria</li> <li>• HVAC</li> </ul>	4/21/21	4/28/21
May	Healthcare Facilities	<ul style="list-style-type: none"> <li>• Cleaning Systems</li> <li>• Daylighting</li> <li>• Telemedicine</li> </ul>	5/19/21	5/26/21
June	Renovations & Expansions	<ul style="list-style-type: none"> <li>• Ceiling Systems</li> <li>• Insulation</li> <li>• Water Fixtures</li> </ul>	6/16/21	6/23/21
July	Sustainable Design & Construction Trends	<ul style="list-style-type: none"> <li>• Water Conservation</li> <li>• Signage</li> <li>• Precast/Prefab Construction</li> </ul>	7/21/21	7/28/21
August	Net-Zero Energy	<ul style="list-style-type: none"> <li>• Power Supply</li> <li>• Alternative Energy</li> <li>• HVAC</li> </ul>	8/18/21	8/25/21
September	Sustainable Justice	<ul style="list-style-type: none"> <li>• Security Lighting</li> <li>• Windows</li> <li>• Cell Construction</li> </ul>	9/22/21	9/29/21
October	Green Building Operations	<ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Mechanical Equipment</li> <li>• Energy-Saving Technology</li> </ul>	10/20/21	10/27/21
November	Green Certifications	<ul style="list-style-type: none"> <li>• Construction Materials</li> <li>• Daylighting</li> <li>• LED Lighting</li> </ul>	11/17/21	11/24/21
December	Future-Proofing Green Buildings	<ul style="list-style-type: none"> <li>• Landscaping</li> <li>• Technology</li> <li>• Wall Coverings</li> </ul>	12/22/21	12/29/21



Green Building News offers a monthly opt-in NewsWire called **The Vert** that reaches more than 44,000 design, construction, facility and operations market leaders in the sustainable commercial and institutional market.

### Sponsorship

Sponsor **The Vert** NewsWire with your company name placed at the top for the entire *Green Building News* audience to see



### Branded Content

Submit your case study or tailor an article to promote your company, product or project. Copy should be 500-700 words with two 300dpi images.

## Loyola's Seville Campus Scores Breakthrough LEED Platinum

SEVILLE, Spain – Aug. 19, 2020 – luis vidal + architects has announced that its newly designed, 312,000-square-foot Loyola University Campus in Seville, was awarded a LEED Platinum certification.



### Nebraska Veterans Care Center Wraps Buildout

OMAHA—McCarthy Building Companies has completed constructing the \$86 million Omaha VA Ambulatory Care Center, the general contractor announced this month.



### Modular Design Helps Education Sector Respond to COVID-19

As school administrators evaluate solutions that allow for the safe return of students in coming months, modular design and construction presents great opportunities for both short- and long-term considerations.

### Full Banner

(468x60 pixels)  
Top view, standard ad specs



Green Building News offers a website platform. Integrate your company, project profiles, videos, case studies, product information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.



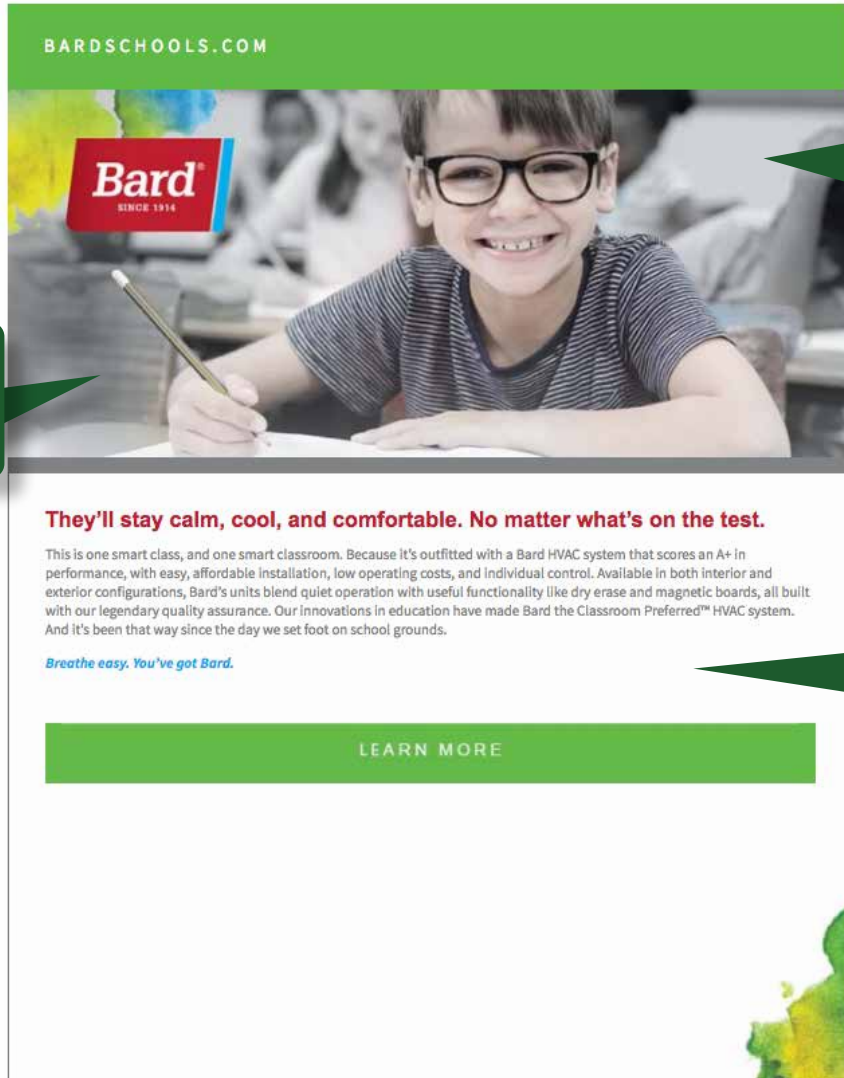
**Leaderboard**  
(728x90 pixels) Top fold premium position, flash and video accepted

Join the almost 50K of us on Twitter @GreenBuildNews & coordinate sponsored Tweets

**Box Banner**  
(300x250 pixels), standard ad specs

**Streaming Video**  
Showcase your company, facility project or product (Submit as a YouTube link)

Have your message sent through *Green Building News* to guarantee that our subscribers receive your news! Customize your own message and use our list to send to the most qualified recipients.



### Custom Design

Promote your message through your own personal custom design

### Specs:

From to name; Reply to email; and Subject line.

Email template images must be used on the email template in case Emlen needs to host them.

Email template: Provide HTML or if you need one built please provide 3-to-4-day advance.

Date and time of send.

### Links

Include links to bring our readers to your site or to specific product/project information

### Analytics

Receive analytics on unique clicks and opens to follow important leads

***Use custom email blasts for a variety of marketing needs, including, but not limited to:***

- Promoting a new product or service
- Company announcements
- Surveys
- Promoting attendance at an upcoming industry show
- Job openings

## WEBSITE

### 1-Month Contract

Box Banner (300x250 pixels) .....	\$2,100
Leaderboard (728x90 pixels) .....	\$1,900
Video (submit via YouTube link) .....	\$2,100

### 2-Month Contract

Box Banner (300x250 pixels) .....	\$2,600
Leaderboard (728x90 pixels) .....	\$2,400
Video (submit via YouTube link) .....	\$2,600

### 3-Month Contract

Box Banner (300x250 pixels) .....	\$3,100
Leaderboard (728x90 pixels) .....	\$2,900
Video (submit via YouTube link) .....	\$3,100

## NEWSWIRE

Branded Content .....	\$2,000
Featured Product .....	\$1,500
Full Banner (468x60 pixels) .....	\$2,000
Sponsorship .....	\$1,000
Job Posting .....	\$500

## CUSTOM EMAIL BLASTS

\$2,500 (per blast)

## LIST RENTALS

List Rental Rate ..... \$150/m  
List Rental Policy: *List rental of subscriber mailing addresses is a one-time only use.*

## SOCIAL MEDIA

### 1-month contract\*

Twitter Mention: \$1,500  
LinkedIn Mention: \$1,000

\* *Green Building News will mention your company once a week for one month with information provided by company.*

## DIGITAL MATERIALS

We accept GIF, JPEG, animated GIF and Flash (SWF) formats. Flash banner is Flash v5.0. Banner ads standard 72 dpi resolution, maximum file size is 30k. Streaming Video is 300x250 pixels.

## BRANDED CONTENT

Please submit an article of 600 to 800 words in length as well as two to three 300 dpi images to include alongside the article.

## FEATURED PRODUCT

Spec requirements include a press release and a 50- to 100-word product description. Include product specs. High-resolution 300 dpi images. Include company logo and one to two product images.

## CONTACT

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