GreenBuildingNEWS

design+construction+operations

MEDIA KIT 2017

www.greenbuildingnews.com

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About

Green Building News is a leading online information source for the commercial and institutional facilities community. With daily news feeds, product reviews, executive profiles and new feature articles each week, a loyal readership of more than 44,000 subscribers use *Green Building News* as its news and information resource.

The website and monthly NewsWires offer in-depth information on the latest projects and facilities in the commercial and institutional facilities sectors. Targeting the health care, school, public and hospitality markets, among others, *Green Building News* offers timely information for facility administrators, managers, architects, engineers, suppliers and contractors.

In addition to targeted marketing solutions tailored for *Green Building News* subscribers, Emlen Media offers marketing solutions with sister publications, websites and NewsWires covering the vertical markets of schools, health care 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

- K-14 and higher education facility construction and operations
- Magazine/Newswire circulation of 19,000+
- Readers include architects, engineers, project and program managers, administrators, school board officials, superintendents and purchasing managers

***Healthcare Construction & Operations News (HC+O)*, publishing since 2002**
www.HCOnews.com

- Health care 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

***Correctional News*, publishing since 1994**
www.CorrectionalNews.com

- Correctional facility construction, design, maintenance and operations
- Prisons, jails, courthouses and juvenile detention facilities
- Magazine/Newswire circulation of 17,000+
- Readers include wardens, sheriffs, architects, engineers, facility and operations managers, correctional health care workers and government agencies

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During the first four months of 2016, construction spending amounted to $334.8 billion, 8.7 percent above the $307.9 billion for the same period in 2015, according to a 2016 report by the U.S. Census Bureau of the Department of Commerce.

Green Building for New Construction and Renovation Projects

- Commercial building owners and managers will invest an estimated $960 billion globally between now and 2023 on greening their existing built infrastructure, according to the USGBC.
- A recently published global survey of construction firms found that 63% of construction firms had new green commercial projects planned between 2013 and 2015. In addition, 45% have plans for new green institutional projects, and 50% have plans for green renovation work, according to the USGBC.

Editorial Coverage

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Green Building News focuses on coverage of practical, real-world applications of environmentally friendly design and construction. With an emphasis on institutional and commercial facilities, you will find up-to-date news on the topics and trends that affect this ever-changing market.

Unique Editorial Offerings

Green Building News **publishes monthly NewsWires with current news and feature articles on best practices for green building, including:**

- Energy efficiency
- Water conservation
- Indoor air quality
- Furnishings & fixtures
- Recycled & reusable materials
- Renewable energy
- Daylighting
- Sustainable materials
- Green space

Readership

More than 44,000 subscribers read Green Building News:

- Facility operators/administrators
- Architects/engineers
- Facility managers
- Maintenance personnel
- School officials
- Health care executives
- Contractors
- Vendors
- Manufacturers
- Hospitality managers
- Superintendents
- Groundskeepers

Event Coverage

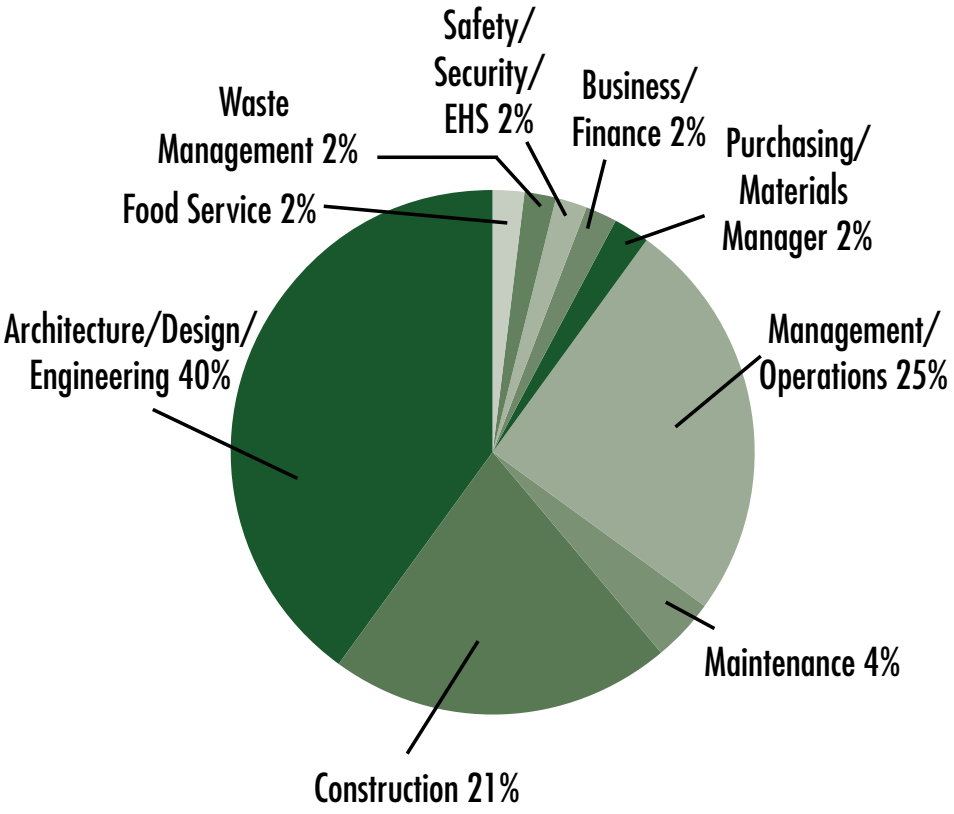
Green Building News *regularly covers industry events held by a variety of organizations:*

- U.S. Green Building Council
- American Institute of Architects
- Council of Educational Planners International
- American Society of Healthcare Engineers
- West Coast Green
- Green Technology
- Modular Building Institute
- Ecobuild
- Solar Power Conference & Expo
- Design-Build Conference & Expo
- Greenbuild

Make an Impact on More Than 44,000 Electronic Subscribers — Your Best Customers & Prospects

To make your marketing efforts successful, you have to get in front of as many decision makers as possible and as often as you can afford. With the highest value database of any other industry publication, *Green Building News* puts your ad message in front of more decision makers, with the reach and focus necessary to move the sales needle among this large and varied group of buying influences.

Circulation by Business/Industry Function



Current Circulation 44,000+

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

2017 Green Building NewsWire Schedule

DATE	EDITORIAL DEADLINE	EDITORIAL FOCUS	PRODUCTS	SEND
January	1/4/17	eZ-Marketplace	Hot Products	1/11/17
February	2/1/17	Educational Facilities	• Bathroom Fixtures • Irrigation • Ceilings	2/8/17
March	3/1/17	Solar Technology	• Solar Panels • Solar-Powered Technology	3/8/17
April	3/29/17	eZ-Marketplace	Hot Products	4/5/17
May	5/3/17	Commercial Interiors	• Flooring • Paints & Coatings • Furniture	5/10/17
June	6/7/17	Sustainable Facility Services	• Green Cleaning • HVAC • Kitchen/Cafeteria	6/14/17
July	7/5/17	eZ-Marketplace	Hot Products	7/12/17
August	8/2/17	Health Care Facilities & Commercial Buildings	• Roofing • Daylighting • Energy Management	8/9/17
September	9/6/17	Green Innovations for Renovations & Expansions	• Construction Materials • Windows • Insulation	9/13/17
October	10/4/17	eZ-Marketplace	Hot Products	10/11/17
November	10/25/17	Sustainable Design & Construction Trends	• Lighting • Signage • Concrete	11/1/17
December	12/6/17	Best Practices	• Benchmarking Tools • Maintenance • LEED Lighting	12/13/17

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

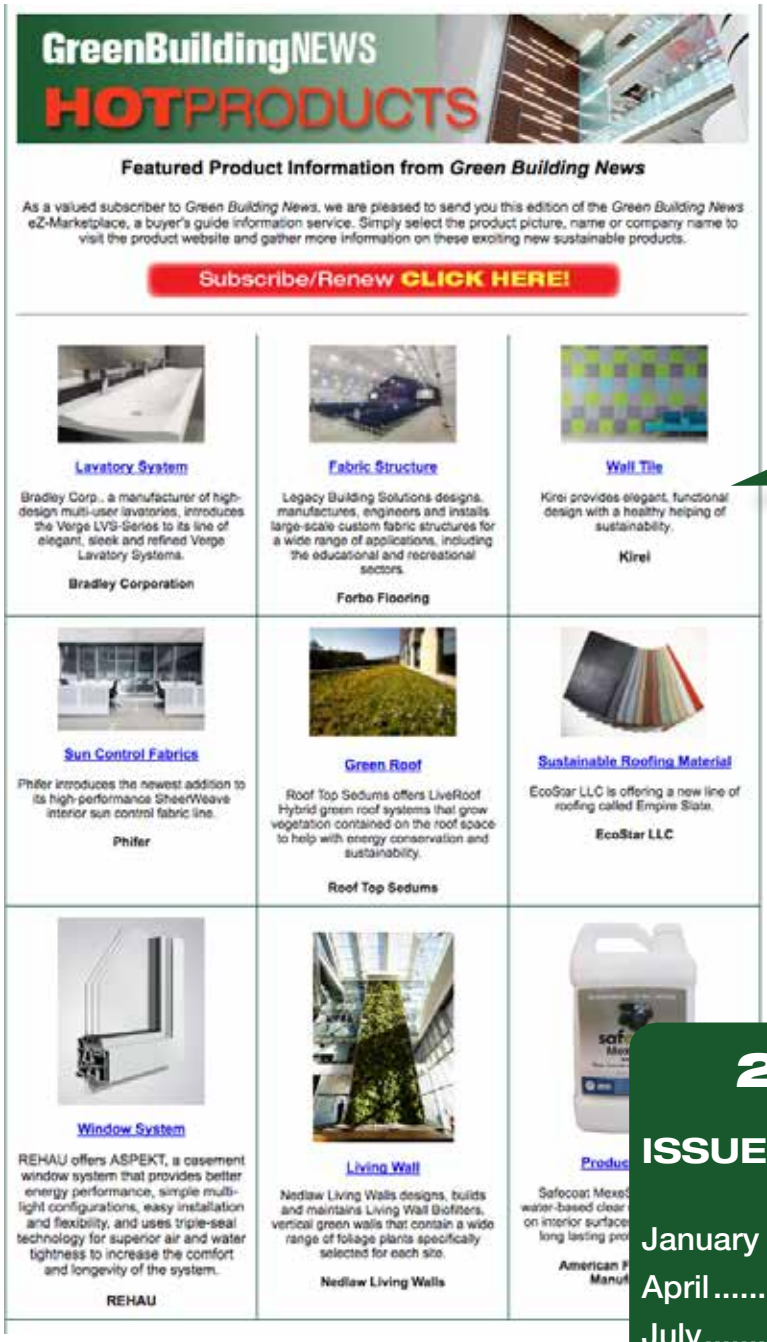
Logo Sponsorship
Showcase your logo for more than 44,000 email recipients in their email preview pane.

Full Banner
Top view (468x60) ad specs

Featured Products
Rotate products each month with in-depth product features and specs. Use images and a brief description to educate prospects.

Green Building News eZ-Marketplace

- Build your web traffic and your hot prospect database
- Link prospects directly to your website
- Click-through reports include prospect name, email and more



GreenBuildingNEWS
HOTPRODUCTS

Featured Product Information from *Green Building News*

As a valued subscriber to *Green Building News*, we are pleased to send you this edition of the *Green Building News* eZ-Marketplace, a buyer's guide information service. Simply select the product picture, name or company name to visit the product website and gather more information on these exciting new sustainable products.

Subscribe/Renew CLICK HERE!

Lavatory System

Bradley Corp., a manufacturer of high-design multi-user lavatories, introduces the Verge LVS-Series to its line of elegant, sleek and refined Verge Lavatory Systems.

Bradley Corporation

Fabric Structure

Legacy Building Solutions designs, manufactures, engineers and installs large-scale custom fabric structures for a wide range of applications, including the educational and recreational sectors.

Forbo Flooring

Wall Tile

Kirei provides elegant, functional design with a healthy helping of sustainability.

Kirei

Sun Control Fabrics

Phifer introduces the newest addition to its high-performance SheerWeave interior sun control fabric line.

Phifer

Green Roof

Roof Top Sedums offers LiveRoof Hybrid green roof systems that grow vegetation contained on the roof space to help with energy conservation and sustainability.

Roof Top Sedums

Sustainable Roofing Material

EcoStar LLC is offering a new line of roofing called Empire Slate.

EcoStar LLC

Window System

REHAU offers ASPEKT, a casement window system that provides better energy performance, simple multi-light configurations, easy installation and flexibility, and uses triple-seal technology for superior air and water tightness to increase the comfort and longevity of the system.

REHAU

Living Wall

Nedlaw Living Walls designs, builds and maintains Living Wall Biofilters, vertical green walls that contain a wide range of foliage plants specifically selected for each site.

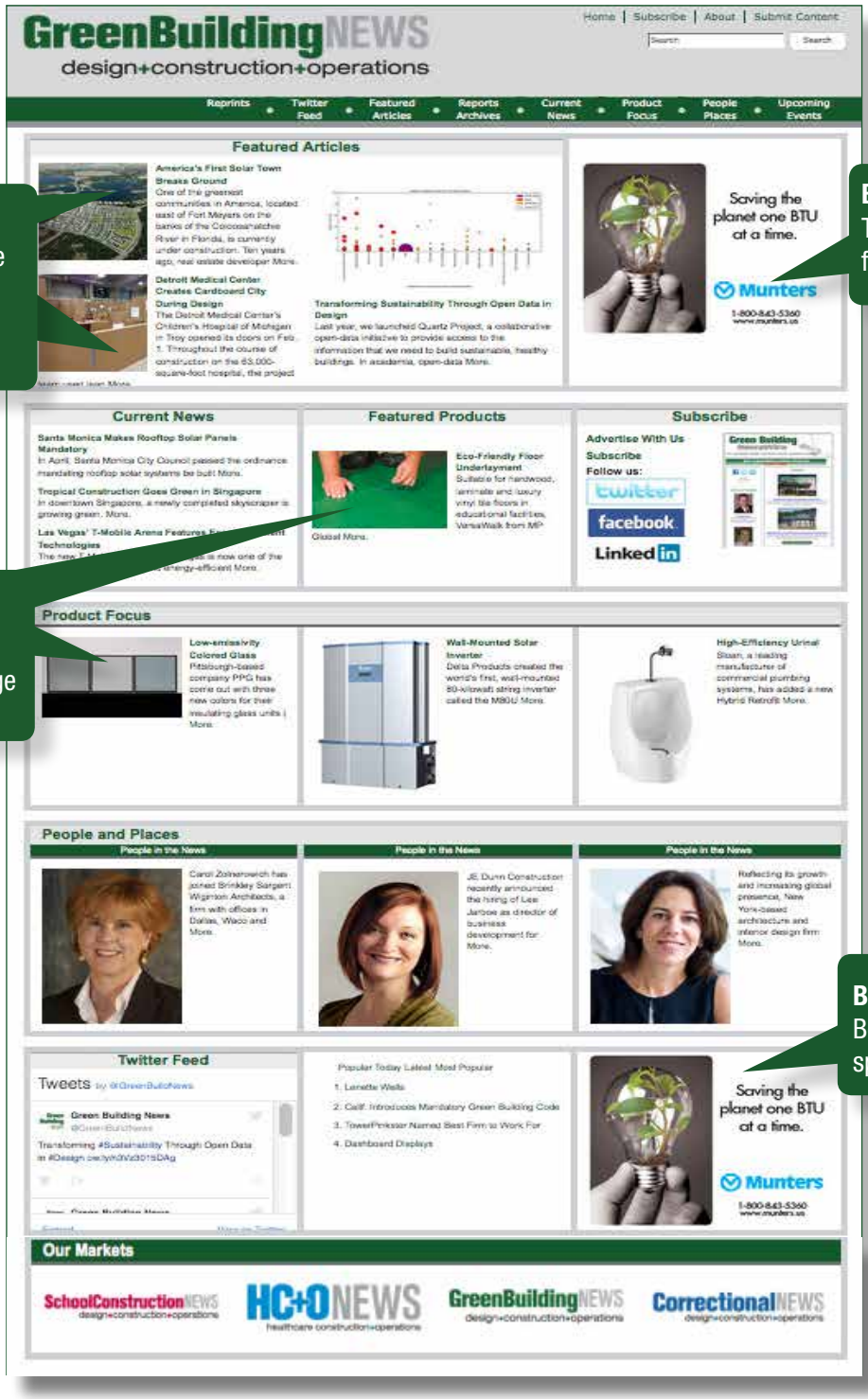
Nedlaw Living Walls

Featured Product Specs
50-100 words of product specification information and a 300 dpi image and website link.

2017 SCHEDULE

ISSUE	MATERIALS DUE
January	1/4/17
April	3/29/17
July	7/5/17
October	10/4/17

Green Building News offers a Web 2.0 online platform. Integrate your company, project profiles, videos, 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.



Featured Articles
Your latest project or feature article relating to a specific facility

Banner Ad (300x250)
Top fold premium position, flash and video accepted

Featured Product (250x250) and product focus (125x125), product description with image

Banner Ad (250x250)
Bottom fold, standard ad specs

NewsWire

Rates per Insertion	
Hot Product	$2,100
Full Banner (468x60)	$1,500
Logo Sponsorship	$900

eZ-Marketplace

Rates per Insertion	
Featured Product	$3,000

Websites

3 month contract	Total cost
Box Banner (300x250)	$3,800
Leaderboard (728x90)	$3,200
Video & Podcast (300x250)	$3,800
Featured Product	$3,000/month
Partner Logo Sponsorship	$3,000

LIST RENTALS

List Rental Rate: $150/m

Featured Product: $2,800

List Rental Policy: *List rental of subscriber mailing addresses is a one-time use only*

EDITORIAL BANNER

Spec requirements include a press release and 200-500 words of project description. Include product specs or project details if applicable. High resolution (300 dpi) images of company logo, products or project. Project and products should have three to five images.

FEATURED PRODUCT

Spec requirements include a press release and 100-200 words of product description. Include product specs. High resolutions (300 dpi) images. Include company logo and three to five product images.

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.

SHIPPING INFORMATION

Green Building News: 1241 Andersen Drive, Suite N, San Rafael, CA 94901
(800) 965-8876, (415) 460-6185, Fax (415) 460-6288
gaby@emlenmedia.com

Box Banner
300x250 pixels

Square Button
250x250 pixels

Leaderboard Banner 728x90 pixels

Full Banner 468x60 pixels

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