

2023 MEDIA KIT



GreenBuildingNEWS
design+construction+operations

www.greenbuildingnews.com

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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 44,400+. 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

- K-12 and higher education facility construction and operations
- Print and digital reach of more than 20,600+
- Readers include architects, engineers, project and program managers, administrators, school board officials, superintendents and purchasing managers

Correctional News, publishing since 1994

www.CorrectionalNews.com

- Correctional facility construction and operations
- Prisons, jails, courthouses and juvenile detention facilities
- Print and digital reach of more than 29,500+
- 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

- 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

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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 44,400+ includes facility operators, managers and administrators, together with architects, engineers, maintenance personnel, suppliers and contractors.

2023 NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Educational Facilities	<ul style="list-style-type: none"> • Bathroom Fixtures • Classroom Furniture • Outdoor Equipment 	1/24/23	1/31/23
February	eZ-MKPL	Hot Products	2/15/23	2/22/23
March	Commercial Interiors	<ul style="list-style-type: none"> • Flooring • Paints & Coatings • Door Partitions 	3/22/23	3/29/23
April	Sustainable Facility Services	<ul style="list-style-type: none"> • Plumbing • Kitchen/Cafeteria • HVAC 	4/19/23	4/26/23
May	eZ-MKPL	Hot Products	5/24/23	5/31/23
June	Renovations & Expansions	<ul style="list-style-type: none"> • Ceiling Systems • Insulation • Water Fixtures 	6/21/23	6/28/23
July	Sustainable Design & Construction Trends	<ul style="list-style-type: none"> • Water Conservation • Signage • Precast/Prefab Construction 	7/24/23	7/31/23
August	eZ-MKPL	Hot Products	8/23/23	8/30/23
September	Sustainable Justice	<ul style="list-style-type: none"> • Security Lighting • Windows • Cell Construction 	9/22/23	9/29/23
October	Green Building Operations	<ul style="list-style-type: none"> • Maintenance • Mechanical Equipment • Energy-Saving Technology 	10/24/23	10/31/23
November	eZ-MKPL	Hot Products	11/22/23	11/29/23
December	Future-Proofing Green Buildings	<ul style="list-style-type: none"> • Landscaping • Technology • Wall Coverings 	12/20/23	12/27/23

Green Building News offers a monthly opt-in NewsWire called **The Vert** that reaches more than 44,400+ 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



Living-Learning Community at B.C. College to Target LEED Gold

NEW WESTMINSTER, B.C. (CANADA) — Global integrated design firm Stantec was selected to provide architecture and engineering for new academic and student housing facilities at Douglas College, the largest degree-granting college in British Columbia, Canada.

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.



New Medical Office Building in Tennessee Makes Debut

NASHVILLE, Tenn. — Oman-Gibson Associates (OGA), a full-service health care real estate firm based in Nashville, recently completed construction on a medical office building in partnership with Heritage Medical Associates.



Transforming Juvenile Detention Centers into Community Hubs for Assessment and Care

As a firm with significant government design expertise, we know many of our public sector clients find it challenging to effectively address behavioral health crises in their communities, especially when working with young people.

Full Banner

(468x60 pixels)
Top view, standard ad specs

GreenBuildingNEWS HOTPRODUCTS



As a valued subscriber to Green Building News, we are pleased to send you this edition of the GBN eZ-Marketplace, a product information service. Simply click the product image to learn more about the product and company. To secure **YOUR** company's product placement, contact Ed@emlenmedia.com

Spotlight Product



Spotlight Product Specs
Up to 100 words of product
information and a 300 dpi
image and website link.

Modular Furniture Series

Cortech USA has introduced the Endurance 'In Sync' Modular Series to our growing product catalog as an expansion of our popular Endurance™ rotationally molded furniture line. This highly durable, versatile collection was designed to give users the ability to create flexible arrangements that allow for change over time. 'In Sync' features three variations of chairs that can stand alone or be combined with one another to align with the functionality of any space: the Sync Chair, Sync Slim Chair, and Sync Wedge Chair. The series also includes the Sync Cube, which complements the chairs as a side/end table or ottoman. Each piece can be bolted to the floor or filled with supplementary weight on site through optional ballast doors.

Cortech USA

Hot Products



Lightweight Work Boot

Dial in a perfect fit in this eco-friendly, lightweight, and mid-cut work boot.

Redwing



Lay-In Luminaire

A-Light recently announced the introduction of its Lean lay-in fixture.

A-Light

2023 SCHEDULE

ISSUE..... MATERIALS DUE

February 2/15/23

May 5/24/23

August 8/23/23

November 11/22/23

Featured Product Specs
Up to 50 words of product
information and a 300 dpi
image and website link.

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.

The screenshot displays the Green Building News website interface. At the top, there's a navigation bar with the 'the Vert' logo and a 'LearningSCAPES 2017' banner. Below this is a large sign-up form titled 'Need to Right-Size Your Green Building News?'. The form includes fields for Email Address, First Name, Last Name, Title, Company Name, Primary Business (dropdown menu), Function Responsibility (dropdown menu), and Facility Type (dropdown menu). To the left of the form, there's introductory text about 'The Vert' newsletter. Below the form, there are three sections: 'Sponsored By' featuring a Munters advertisement, 'Video' with a play button icon, and a Twitter social media link that says 'Join 50K of Us on Twitter!'. The footer contains copyright information and social media icons for Twitter, LinkedIn, and RSS.

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

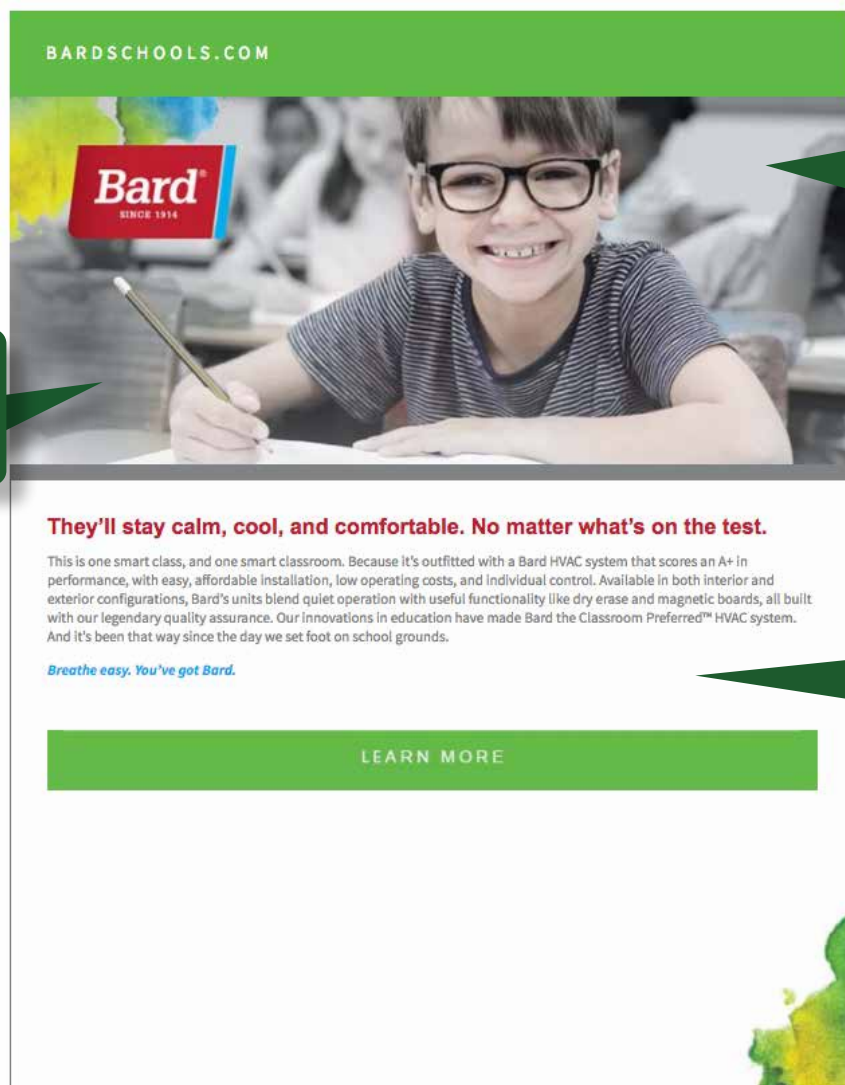
Box Banner
(300x250 pixels),
standard ad specs

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

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

Custom Email Blasts

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

CUSTOM EMAIL BLASTS

\$2,500 (per blast)

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.

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