

2024 MEDIA KIT

GreenBuildingNEWS

design+construction+operations

www.greenbuildingnews.com

Rate Card No. 17



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
- Digital reach of more than 20,700
- 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 29,700
- 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 13,100+
- Readers include architects, designers, engineers, operations managers, business and finance purchasing managers, and facility administrators

Ed Langton
Group Publisher
ed@emlenmedia.com

Zach Chouteau
Managing Editor
zach@emlenmedia.com

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.

2024 NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Educational Facilities	<ul style="list-style-type: none"> • Bathroom Fixtures • Classroom Furniture • Outdoor Equipment 	1/24/2024	1/31/2024
February	eZ-MKPL	Hot Products	2/21/2024	2/28/2024
March	Commercial Interiors	<ul style="list-style-type: none"> • Flooring • Paints & Coatings • Door Partitions 	3/20/2024	3/27/2024
April	Sustainable Facility Services	<ul style="list-style-type: none"> • Plumbing • Kitchen/Cafeteria • HVAC 	4/17/2024	4/24/2024
May	eZ-MKPL	Hot Products	5/22/2024	5/29/2024
June	Renovations & Expansions	<ul style="list-style-type: none"> • Ceiling Systems • Insulation • Water Fixtures 	6/19/2024	6/26/2024
July	Sustainable Design & Construction Trends	<ul style="list-style-type: none"> • Water Conservation • Signage • Precast/Prefab Construction 	7/24/2024	7/31/2024
August	eZ-MKPL	Hot Products	8/21/2024	8/28/2024
September	Sustainable Justice	<ul style="list-style-type: none"> • Security Lighting • Windows • Cell Construction 	9/18/2024	9/25/2024
October	Green Building Operations	<ul style="list-style-type: none"> • Maintenance • Mechanical Equipment • Energy-Saving Technology 	10/23/2024	10/30/2024
November	eZ-MKPL	Hot Products	11/20/2024	11/27/2024
December	Future-Proofing Green Buildings	<ul style="list-style-type: none"> • Landscaping • Technology • Wall Coverings 	12/23/2024	12/30/2024

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



Branded Content

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

D.C. Children's Hospital Wraps Arrival and Patient Experience Project

WASHINGTON, D.C. — National interdisciplinary design firm HGA has announced the completion of Children's National Hospital's new arrival and patient experience located in Washington, DC.



Work Commences on Tennessee School District Office Building

FRANKLIN, Tenn. — The Franklin Special School District (FSSD) has commenced buildout of a 38,400-square-foot Central Office building.



New Marysville, WA Venue Shines as Dynamic Civic Campus

Located 35 miles north of Seattle, the City of Marysville is known for its rich farmland, good schools, and family-friendly parks.

Full Banner

(468x60 pixels)
Top view, standard ad specs

GreenBuildingNEWS

powered by

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

Creative Carpet Collection

Mannington Commercial, a leading manufacturer of commercial flooring products crafted with purpose, is introducing the New Composition Collection. Inspired by Wassily Kandinsky, a pioneer of abstract art and his groundbreaking Composition series, the imaginative modular and broadloom carpet collection transforms flooring design into artistic play, crafting harmonious spaces that are engaging, creative and warm.

Mannington Commercial

Featured Products

PVC-free Flooring

Ecore has launched Nada Rx, a new ECOsurfaces PVC-free flooring line that delivers high performance and promotes well-being in commercial spaces that include schools, hospitals, clinical labs and other settings where infection control and sanitation are paramount.

Biophilic Design Collection

CertainTeed®, a manufacturer of sustainable building materials, has announced the addition of Petals to its innovative ceilings and walls portfolio.

CertainTeed

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

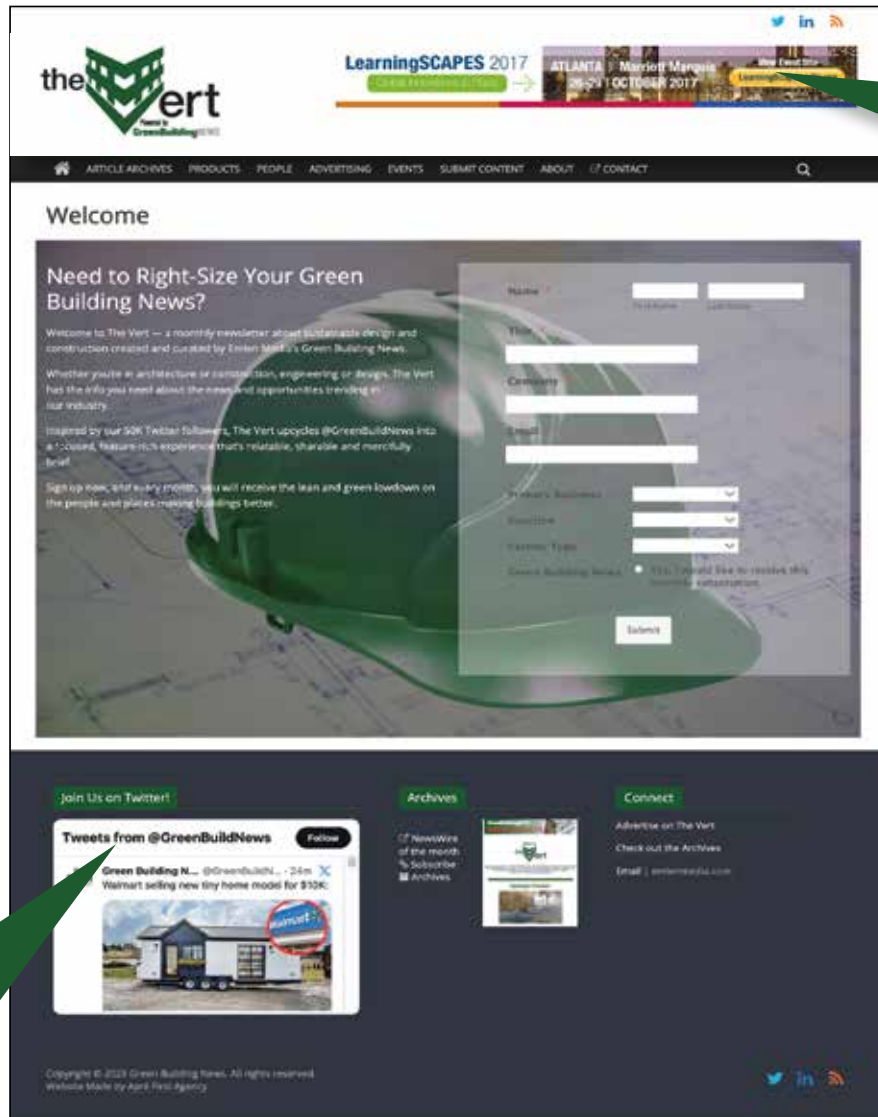
2024 SCHEDULE	
ISSUE	MATERIALS DUE
February	2/21/2024
May	5/22/2024
August	8/21/2024
November	11/20/2024

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

Publisher of specialized business news | Since 1994

Page 5

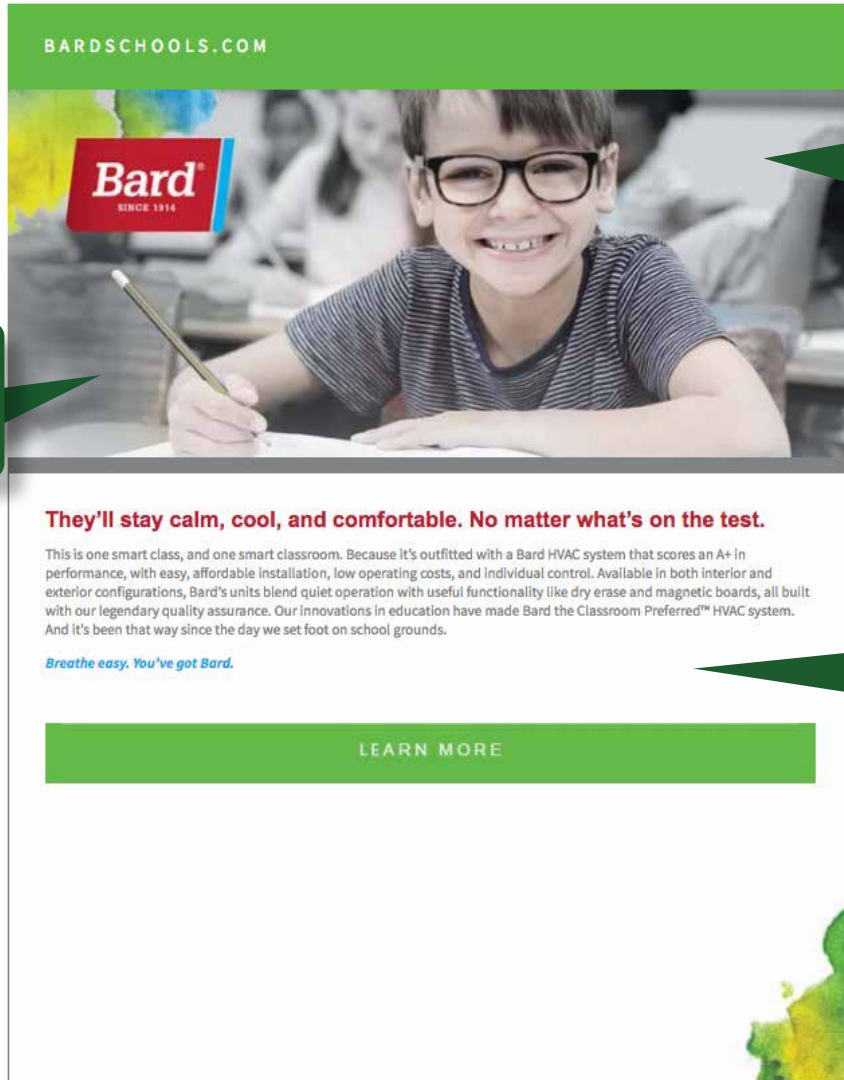
Green Building News offers a website platform. Integrate your company, project profiles, videos, case studies, product information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.



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

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

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.

CONTACT

Sales:

Ed Langton
ed@emlenmedia.com

Ad Material Submission:

Gaby Neal
gaby@emlenmedia.com

Circulation:

Louise Wainscott
louise@emlenmedia.com

Ed Langton
Group Publisher
ed@emlenmedia.com

Zach Chouteau
Managing Editor
zach@emlenmedia.com