

GREEN²⁰¹²book

Sustainable Product



Resource Guide

ed+c

Sustainable
Facility

NEW! WEBSITE ADDRESS

www.greenbook-resourceguide.com

YOUR ULTIMATE MARKETING TOOL

- +
 - +
 - +
 - +
- REACH MORE THAN 50,000* SUBSCRIBERS DEDICATED TO GREEN BUILDING AND MAINTENANCE!
 THE ONLY AUDITED DIRECTORY AUTHORITY IN THE GREEN BUILDING INDUSTRY
 TWO RESOURCES ROLLED INTO ONE — A SUPPLIER SECTION AND A RESOURCE SECTION
 REACH ARCHITECTS, DESIGNERS, SPECIFIERS, FACILITY MANAGERS AND BUILDING ENGINEERS
 IN A SINGLE DIRECTORY

The
 advantage
 of print,
 digital and
 online
 synergy
 for more
 exposure!

In Print + Digital

ED+C's and SF's December Issues

Mobile Tag available in Print.

Searchable by:

- +
 - +
 - +
 - +
- Alpha-supplier directory
 Alpha-trade name listings
 Alpha-resource directory
 CSI Code product listings



Online



www.greenbook-resourceguide.com

- +
 - +
 - +
 - +
 - +
- Automatically tied to BNP Media Search (powered by Google) on all BNP websites
 Accessible through ED+C and SF's search, and from ED+C and SF's GREENbook page
 Premium packages offer preferred placement in alpha + product search
 Same easy-to-use listing format in print and digital
 Spec Sheet: link on your site (PDF, web page)

Advertisers in the December issue receive these bonuses:

- **FREE** Boldface Basic Package
- **FREE** Online Hot Link
- Listing includes "See our ad on page ##" tag
- **FREE** Online Highlighting
- **FREE** RFP Button online
- **FREE** Social Media Links

GREENbook Listings close: October 25, 2011 **Display Ad close:** November 1, 2011

See next page for listing enhancements opportunities

GREEN²⁰¹²book

Now Buyers Can Find You In More Ways!

WANT MAXIMUM IMPACT?

Pricing for 2012 GREENbook (published Dec. 2011)

	40-word description	Hotlink	10 CSI codes	Four Color Logo	Online Highlight	70-word description	Product Shot	Display Advertiser Price:	Non-Display Advertiser Price:
Basic Package	+	+	+					FREE	\$105
Logo Listing	+	+	+	+	+			\$325	\$650
Deluxe Package	+	+	+	+	+	+	+	\$480	\$960
<i>The Premium Package includes the above options, and these additional items</i>									
	Spec Sheets	Mobile Tag	Listed 1st	Ad index	RFP button	Shaded Box Listing	Social Media Links	Display Advertiser Price:	Non-Display Advertiser Price:
Premium Package	+	+	+	+	+	+	+	\$1,205	\$2,415
Product Shots or Logo	A 2 1/4 inch x 2 inch four-color product shot or logo can accompany your product listing (you choose which CSI code). Includes a Reader Action Card number for lead generation. Also includes a Mobile Tag to your video.							\$175	\$350
Social Media Links	Include links to your company Facebook, Twitter and LinkedIn pages with clickable icons in your online listing.							FREE	\$99

ADD ON TO YOUR PACKAGE!

NEW IN 2011!

Add a Mobile Tag to your print listing that links directly to your video! \$195 (included in Premium Package)

August 2011. Prices subject to change.

For more information on upgrades, please contact:

Stacey Hurley | Listing Enhancement Sales | 248-786-1662 | hurleys@bnpmedia.com

GREENbook Listings close: October 25, 2011 **Display Ad close:** November 1, 2011

PUBLISHER
Diana Brown 248-244-6258
brownd@bnpmedia.com

ASSOCIATE PUBLISHER
Michelle Hucal 248-244-1280
hucalm@bnpmedia.com

EASTERN US SALES MANAGER
Carrie Burrows 248-525-3363
burrows@bnpmedia.com

WESTERN US SALES MANAGER
Karrie Laughlin 248-227-3584
laughlink@bnpmedia.com

Premium Package Listing



Duro-Last Roofing Inc.
525 Morley Dr.
Saginaw, MI 48601
(800) 248-0280; (989) 753-6786
information@duro-last.com
www.duro-last.com

Residential, commercial, industrial
The highly effective Duro-Last Cool Zone roofing system can significantly reduce building energy costs. But for a roofing system to be considered sustainable, it must deliver on the five E's of high-performance roofing: energy, environment, endurance, economics and engineering. The design, manufacture, maintenance, life cycle impact, adaptive reuse, destruction and recycling of all roofing components must help meet today's environmental building standards. The Duro-Last Cool Zone roofing system: defining rooftop sustainability.
Trade Names: Duro-Last® Cool Zone® roofing system, Duro-Last® Duro-Shield® metal retrofit roofing system, Duro-Last® roofing system

Product Shot



Eldorado Stone, LLC
Reader Service No. 47