

**NEW!**

• **PODCASTS**

• **VIDEO**

• **SMARTschools**

• **NEW LOOK FOR EDCMAG.COM**

# ed+c

**environmental design + construction**



Photo courtesy of Greenscreen.



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Photo Credit: Esto Photographics Inc.

# 2011

INTEGRATED

# Media

PLANNING GUIDE

# ed+c

environmental design + construction

ED+C PRODUCES HIGH-QUALITY MEDIA AND EDITORIAL THAT TEACHES ARCHITECTS AND DESIGNERS ENVIRONMENTAL SOLUTIONS AND INDUSTRY CONCEPTS.

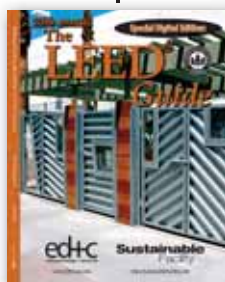
## ENVIRONMENTAL DESIGN + CONSTRUCTION

ED+C, the premier source for integrated high-performance building since 1997, is dedicated to efficient and sustainable design and construction. ED+C is committed to maintaining high-quality, BPA-audited circulation, award-winning editorial, quality research, growth and industry relationships. Through leadership — as well as quality content in print, online and educational events — ED+C will continue to be the foremost and only monthly magazine in the green building industry.



## THE LEED GUIDE

As ED+C partners with the USGBC for the 11th year, all ED+C subscribers will receive this award-winning annual guide focusing on the Leadership in Energy and Environmental Design (LEED) Green Building Rating System inside the July issue. This section offers an exclusive advertising opportunity for USGBC members and bonus distribution to USGBC workshops, events and members.



## SUSTAINABLE FACILITY

Reaching 25,000 subscribers, ED+C's sister publication, *Sustainable Facility*, offers perspectives to guide facility managers, building owners and energy management professionals on high-performance buildings and optimal energy and resource management in commercial, institutional and industrial facilities.\* *Sustainable Facility* highlights industry news, green facilities, and the latest trends.



**“Keep up the great work at ED+C. It’s a great resource for us, and we read you every month—we’re fans!”**

..... Alex Moore, Prellwitz Chilinski Associates .....

# HIGH-QUALITY CIRCULATION

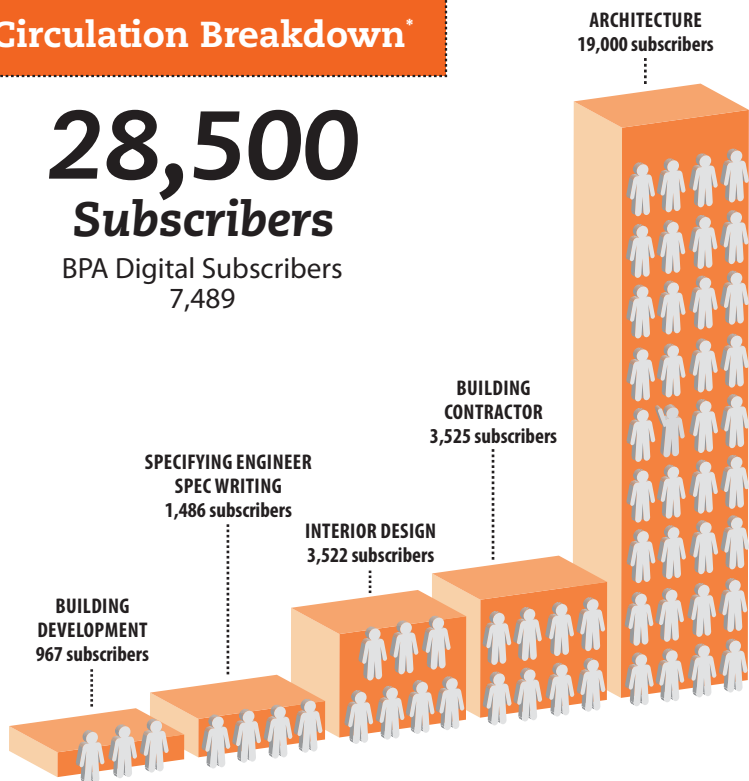


Connect to the entire building team responsible for specifying and purchasing sustainable products\*. ED+C is the premier monthly magazine reaching this powerful and influential group.

## Circulation Breakdown

# 28,500 Subscribers

BPA Digital Subscribers  
7,489



## Subscriber List Rental

The most powerful, responsive list of green building professionals is just a call away. Complement your advertising program and introduce new products by renting ED+C's exclusive subscriber list. Contact Michael Constantino of Edith Roman at [michael.constantino@eraepd.com](mailto:michael.constantino@eraepd.com) or 800-223-2194 x748.

## EDITORIAL Scope

ED+C has been bringing high-quality editorial to the industry for more than a decade. ED+C has built a relationship with a powerful editorial advisory board and contributors, including:

Rick Fedrizzi, President, CEO & Founding Chair  
U.S. Green Building Council

Jason McLennan, CEO  
Cascadia Region Green Building Council

Peter Levasseur, President  
ECOtelligent Design LLC

James D. Qualk, LEED AP, Vice President  
SSRCx

Jim Nicolow, AIA, LEED AP, Director of Sustainability  
Lord, Aeck & Sargent

Steven Winter, FAIA, Founder  
Steven Winter Associates

Michelle Hucal  
LEED AP, ASSOCIATE PUBLISHER  
248-244-1280 [hucalm@bnpmedia.com](mailto:hucalm@bnpmedia.com)



Associate Publisher Michelle Hucal, LEED AP, is a former member of the USGBC's board of directors and serves on several green building committees.

Derrick Teal  
EDITOR  
248-786-1645 [teald@bnpmedia.com](mailto:teald@bnpmedia.com)



Editor Derrick Teal has spent his entire professional career covering the design and construction industry in various media formats.

Associate editor Laura Zielinski manages the Newslines, Products, website and eNewsletters for ED+C and SF.

Laura Zielinski  
ASSOCIATE EDITOR  
248-786-1680 [zielinskil@bnpmedia.com](mailto:zielinskil@bnpmedia.com)



Michelle, Derrick and Laura collaborate to bring you the latest news and information in the green building industry. ED+C has been honored with The Sustainable Buildings Industry Council's Sustainable Practice Award, and the American Society of Business Publication Editors award for editorial excellence and a recent honorable mention in min's Editorial & Design awards.

\*Publisher's own data. \*ED+C June 2011 BPAWW Statement. (21,133 Print + 7,367 Digital)

# EDITORIAL Calendar

Issue + Advertising Opportunities	EDITORIAL: Special Sections + Featured Topics	Products	Integrated Media + Online Opportunities	Bonus Trade Show Distribution
<p><b>January</b></p> <p>Exclusive Products Issue</p> <p>■ Advertorial Spotlight</p> <p>Ad Close: 12/7 Ad Materials: 12/15</p> <p>Editorial Deadline: Nov. 1, 2010</p>	<p>■ Top Products of 2010</p> <p>■ Readers' Choice Award Winners</p>	<ul style="list-style-type: none"> <li>● Sustainable Surfaces</li> <li>● High-Performance Building Envelopes</li> <li>● Plumbing + Mechanical</li> <li>● Energy</li> </ul>	<ul style="list-style-type: none"> <li>● Article Sponsorship</li> <li>● Bimonthly eNews: TARGETED EDITORIAL Lighting/Building Controls, HVAC/R</li> <li>● Surfaces Green Product Buzz Guide</li> <li>● WEBINAR: Energy Management</li> </ul>	<p>World of Concrete JAN. 18-21 <i>Las Vegas</i></p> <p>AHR Expo JAN. 31 - FEB. 2 <i>Las Vegas</i></p> <p>Surfaces JAN. 25-27 <i>Las Vegas</i></p>
<p><b>February</b></p> <p>Cool Roofing Issue</p> <p>■ Online Product Profile</p> <p>Ad Close: 1/11 Ad Materials: 1/19</p> <p>Editorial Deadline: Dec. 1, 2010</p>	<p>Special Section: Cool Roofing plus</p> <p>■ Energy Efficiency, Alternative Energy</p> <p>■ Building Codes, Standards and Rating Systems</p>	<ul style="list-style-type: none"> <li>● Adhesives, Caulks and Sealants</li> <li>● Building Controls &amp; Lighting</li> <li>● Insulation</li> <li>● BIM Products</li> </ul>	<ul style="list-style-type: none"> <li>● Digital Edition Ads</li> <li>● Bimonthly eNews: TARGETED EDITORIAL Energy Conservation, Water Management and Conservation</li> <li>● WEBINAR: Lighting + Building Controls</li> </ul>	<p>IRE-NRCA FEB. 16-18 <i>Las Vegas</i></p> <p>BuildingEnergy MARCH 8-10 <i>Boston</i></p>
<p><b>March</b></p> <p>K-12 Education Issue</p> <p>■ Continuing Education Section</p> <p>Ad Close: 2/1 Ad Materials: 2/9</p> <p>Editorial Deadline: Jan. 1</p>	<p>■ K-12 Educational Buildings</p> <p>■ Recycling</p> <p>■ Net-Zero Energy Building</p>	<ul style="list-style-type: none"> <li>● Flooring</li> <li>● ENERGY STAR</li> <li>● HVAC</li> <li>● Water Conservation/Management</li> </ul>	<ul style="list-style-type: none"> <li>● Streaming Video</li> <li>● Bimonthly eNews: TARGETED EDITORIAL LEED, Education</li> <li>● WEBINAR: Education K-12</li> </ul>	
<p><b>April</b></p> <p>Healthcare Issue</p> <p>■ Information Showcase</p> <p>Ad Close: 3/1 Ad Materials: 3/9</p> <p>Editorial Deadline: Feb. 1</p>	<p>■ Healing Environments</p> <p>■ Hospitals, Healthcare Facilities</p> <p>■ Trends and Initiatives</p>	<ul style="list-style-type: none"> <li>● Daylighting</li> <li>● Healthcare</li> </ul>	<ul style="list-style-type: none"> <li>● Online White Papers</li> <li>● Bimonthly eNews: TARGETED EDITORIAL High-Performance Building Envelopes, Flooring</li> <li>● WEBINAR: Healthcare</li> </ul>	
<p><b>May</b></p> <p>AIA Show Issue</p> <p>■ AIA Green Product Buzz Guide</p> <p>Ad Close: 4/4 Ad Materials: 4/12</p> <p>Editorial Deadline: March 1</p>	<p>Special Section: High-Performance Building Envelopes</p> <p>■ Excellence in Design Award Winners Announced</p> <p>■ Hospitality and Retail Design</p> <p>■ Lighting</p>	<ul style="list-style-type: none"> <li>○ High-Performance Building Envelopes</li> <li>○ Doors</li> <li>○ Sheathing, Wraps and Moisture Control</li> </ul>	<ul style="list-style-type: none"> <li>○ Rich Media</li> <li>○ Bimonthly eNews: TARGETED EDITORIAL Lighting/Building Controls, Recycling</li> <li>○ AIA Green Product Buzz Guide</li> <li>○ WEBINAR: Building Envelope</li> </ul>	<p>AIA Conference MAY 12-14 <i>New Orleans</i></p> <p>Lightfair MAY 15-19 <i>Philadelphia</i></p> <p>ASES MAY 16-21 <i>Raleigh, N.C.</i></p>
<p><b>June</b></p> <p>NEOCON Show Issue</p> <p>■ NEOCON Green Product Buzz Guide</p> <p>Ad Close: 5/2 Ad Materials: 5/9</p> <p>Editorial Deadline: April 1</p>	<p>Special Section: SUSTAINABLE FLOORING</p> <p>■ Commercial Interiors</p> <p>■ Renovations and Retrofitting</p>	<ul style="list-style-type: none"> <li>● Interior</li> <li>● Paints/Coatings/Wallcovering</li> <li>● Windows/Glazing and Shading Systems</li> <li>● NSF-Certified Products</li> </ul>	<ul style="list-style-type: none"> <li>● Special Section Sponsor</li> <li>● Bimonthly eNews: TARGETED EDITORIAL Flooring, Water Management and Conservation</li> <li>● Neocon Green Product Buzz Guide</li> <li>● WEBINAR: Flooring Research</li> </ul>	<p>NeoCon JUNE 13-15 <i>Chicago</i></p> <p>Coverings and Surfaces 2012 (Special Section: Sustainable Flooring only)</p>

The oldest and only monthly environmental magazine covering sustainable design. Focused on education through webinars, online exclusives, blogs, videos and eNewsletters.

Issue + Advertising Opportunities	EDITORIAL: Special Sections + Featured Topics	Products	Integrated Media + Online Opportunities	Bonus Trade Show Distribution
<b>July</b> <b>The LEED Guide Issue</b> <ul style="list-style-type: none"> <li>Exclusively for USGBC members</li> <li>LEED Guide Information Showcase</li> </ul> Ad Close: 6/1 Ad Materials: 6/9 Editorial Deadline: May 1	<b>Special Section:</b> 11th Annual <b>The LEED® Guide</b> <ul style="list-style-type: none"> <li>Mixed-Use Neighborhood Development</li> </ul>	<ul style="list-style-type: none"> <li>Third-Party Certified Products</li> </ul> 	<ul style="list-style-type: none"> <li>Expandable Banner Ad</li> <li>Bimonthly eNews: <b>TARGETED EDITORIAL</b> LEED, Solar Systems</li> <li>WEBINAR: Third-Party Certification</li> </ul> 	
<b>August</b> <b>Higher Education Issue</b> <ul style="list-style-type: none"> <li>Spec Sheet/LEED Sheet</li> <li>IAQ Information Showcase</li> </ul> Ad Close: 7/8 Ad Materials: 7/18 Editorial Deadline: June 1	<b>Special Section:</b> <b>Indoor Air Quality</b> <ul style="list-style-type: none"> <li>Green Power</li> <li>Colleges and Universities</li> </ul>	<ul style="list-style-type: none"> <li>Plumbing Fixture + Lavatory Products</li> <li>Software/Web-based Tools</li> <li>Energy Conservation</li> </ul>	<ul style="list-style-type: none"> <li>Skyscraper Ad</li> <li>Bimonthly eNews: <b>TARGETED EDITORIAL</b> Healthcare, High-Performance Building Envelopes</li> <li>WEBINAR: IAQ Webinar</li> </ul> 	
<b>September</b> <b>Cool Roofing and Healthcare Issue</b> <ul style="list-style-type: none"> <li>Online Product Profile</li> </ul> Ad Close: 8/2 Ad Materials: 8/9 Editorial Deadline: July 1	<b>Special Section:</b> <b>Cool Roofing plus (with Sustainable Facility)</b> <ul style="list-style-type: none"> <li>Hospitals + Healthcare Facilities</li> </ul>	<ul style="list-style-type: none"> <li>Flooring</li> <li>Landscaping</li> <li>Ventilation</li> </ul>	<ul style="list-style-type: none"> <li>Tile Ad</li> <li>Bimonthly eNews: <b>TARGETED EDITORIAL</b> Alternative Energy, Recycling</li> <li>Free Online Product Profile (Half- to Full-Page Ads)</li> <li>WEBINAR: Greening Your Kitchen + Bath</li> </ul>	Construct 2011 SEPT. 14-16 <i>Chicago</i> Metalcon OCT. 11-13 <i>Atlanta</i>
<b>October</b> <b>Greenbuild Show Issue</b> <ul style="list-style-type: none"> <li>Greenbuild Green Product Buzz Guide</li> </ul> Ad Close: 8/24 Ad Materials: 9/1 Editorial Deadline: Aug. 1	<b>Special Section:</b> <b>Certified Wood</b> (Sponsored by FSC-US) <ul style="list-style-type: none"> <li>Government Buildings</li> <li>Building Information Modeling</li> </ul>	<ul style="list-style-type: none"> <li>Ceilings</li> <li>Structural Wall Systems</li> <li>Drywall</li> </ul>	<ul style="list-style-type: none"> <li>List Rental</li> <li>Bimonthly eNews: <b>TARGETED EDITORIAL</b> Lighting/Building Controls, Water Management and Conservation</li> <li>GREENBUILD Green Product Buzz Guide</li> <li>WEBINAR: Cool Roofing</li> </ul>	Greenbuild OCT. 4-7 <i>Toronto</i>
<b>November</b> <b>Education Issue</b> <ul style="list-style-type: none"> <li>Continuing Education Section</li> <li>Information Showcase</li> </ul> Ad Close: 10/3 Ad Materials: 10/11 Editorial Deadline: Sept. 1	<ul style="list-style-type: none"> <li>K-12 Design + Construction</li> <li>College/University Profiles</li> <li>Trends in Greening Education</li> <li>School/Campus Initiatives</li> <li>Continuing Education</li> </ul>	<ul style="list-style-type: none"> <li>Alternative Energy</li> <li>Exteriors &amp; Shading Systems</li> <li>Concrete</li> <li>Wood</li> </ul>	<ul style="list-style-type: none"> <li>Digital Edition Ads</li> <li>Bimonthly eNews: <b>TARGETED EDITORIAL</b> Cleaning, LEED</li> <li>WEBINAR: Building Information Modeling</li> </ul>	Green Roof and Green Wall Conference <i>Philadelphia</i>
<b>December</b> <b>2012 GREENbook Issue</b> Ad Close: 11/1 Ad Materials: 11/9 Editorial Deadline: Oct. 1	<ul style="list-style-type: none"> <li>Perspectives on the Past, Present and Future of Sustainable Design</li> </ul>	<ul style="list-style-type: none"> <li>Directory: 2012 <b>GREENbook</b></li> </ul> 	<ul style="list-style-type: none"> <li>Premium GREENbook Listing</li> <li>Bimonthly eNews: <b>TARGETED EDITORIAL</b> Lighting/Building Controls, High-Performance Building Envelopes</li> <li>WEBINAR: Custom</li> </ul>	Various Shows in 2012

# ADVERTISING Opportunities

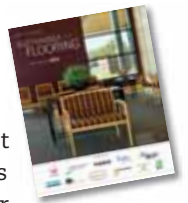
## ADVERTORIAL SPOTLIGHT - JANUARY

All full-page January advertisers receive a FREE full-page Advertorial Spotlight! Your FREE Spotlight page runs adjacent to your ad and includes a headline, 500 words of text and a 4-color photo.



## SUSTAINABLE FLOORING - JUNE

ED+C publishes this special look at the latest trends and new products used in sustainable flooring. In addition to being sent to ED+C circulation, the Sustainable Flooring section is sent to NeoCon and the 2012 Surfaces and Coverings shows. This section will also appear in our sister publication, *Sustainable Facility*. Special ad rates apply.



## ONLINE PRODUCT PROFILE - FEBRUARY + SEPTEMBER

Your FREE Online Product Profile will include 500 words of text, two photos, a live link, and your contact information. Profiles are archived at [www.EDCmag.com](http://www.EDCmag.com) for 12 months.

## SPEC SHEET/LEED SHEET - AUGUST

Full-page advertisers in the August issue can run a FREE Product Specification Sheet or LEED Point Sheet on the back of their ad. Architects, designers and specifiers tear out Product Spec Sheets and reference them all year.



## COOL ROOFING plus - FEBRUARY + SEPTEMBER

This special section will look at the latest trends and new products used in sustainable energy-efficient roofing projects. Also included in our sister publication, *Sustainable Facility*. Special rates apply.



## INFORMATION SHOWCASE - 4 TIMES THIS YEAR!

These 4-color ads showcase your products, services, iPhone/iPad Apps and websites in a low-cost standard format. Includes up to 60 words and reader action card number to pull more high-quality leads. Reserve your Showcase for only \$440/gross if you run a display ad in the same issue or only \$895/gross for non-advertisers. We'll add a mobile tag for \$50.



## GREEN PRODUCT BUZZ GUIDE

ED+C presents a great opportunity to market your latest and greatest products in our Green Product Buzz Guide (GPBG). Each product guide item featured in this section includes 60 words of text, 4-color image, Web address, phone number, booth number, and reader action number.



The AIA GPBG will be distributed at our AIA Expo booth. The AIA GPBG will be e-blasted to the ED+C subscriber base for further exposure of your product.

**AIA GPBG pricing:** Advertiser: 1 unit \$710/gross, 2 units \$585/gross each. Non-advertiser: 1 unit \$1,295/gross, 2 units \$1,170/gross each.

The Greenbuild GPBG will be distributed at Greenbuild in our booth and partner booths. The Greenbuild GPBG will be e-blasted to the ED+C and SF subscriber base.

**Greenbuild GPBG pricing:** Advertiser: 1 unit \$710/gross, 2 units \$585/gross each. Non-advertiser: 1 unit \$1,295/gross, 2 units \$1,170/gross each. When you advertise in the GPBG you will receive one FREE entry into the Readers' Choice Awards.

## CEU ARTICLE SPONSORSHIP - ANY ISSUE!

This is your opportunity to sponsor an educational article plus a continuing education test. Sponsorship includes a full-page 4-color ad, recognition as a sponsor with company name, logo and contact info in print and online. Please contact your sales rep for sponsorship opportunities.

## CONTINUING EDUCATION SECTION - MARCH + NOVEMBER

Does your company offer Continuing Education Courses for architects, interior designers and other building professionals? Market them in the Continuing Education section. You'll receive a 1/3-vertical page ad space, a 4-color photo, 75 words of copy, your company's logo and contact information, and a reader action number. Reserve your Continuing Education Showcase for only \$1,975/gross or \$985/gross if you run a display ad in the March and/or November issue.

## READERS' CHOICE AWARDS

ED+C and SF's annual Readers' Choice Awards is an online contest that gives manufacturers and readers the opportunity to showcase and vote for their favorite green building products that best combine sustainable attributes with ease of use and installation. The winners will be announced at the 2011 Greenbuild Expo and will receive recognition throughout ED+C and SF.

Registration opens in July. \$50 each and \$35 for each additional entry.





# EDU+cast

<http://webinar.EDCmag.com>  
<http://webinars.SustainableFacility.com>

**93%**  
of webinar  
attendees would  
recommend  
EDU+cast  
webinars.

**20%**  
of registrants  
are architects

## Webinars for the Green Building Professional

Engage your target audience in a “live” web conference hosted by ED+C and Sustainable Facility. This efficient, highly effective means of communication aligns your company with compelling and timely content designed to **generate quality contacts with executive decision-makers.**

### Sponsorship Benefits:

- Build your Brand. Demonstrate your Expertise. Gain pre-qualified, quality sales leads — all participants must register to view program and **you receive the leads.**
- 20-second Sponsor promo at beginning of program.
- Your logo will prominently appear as the sponsor on all attendee promotions including print, email and web marketing\*:
  - Promotion through *ED+C's* and *Sustainable Facility's* eNews, website, and two email blasts to our subscription lists. This invitation will also be available for distribution to your customers and prospects.
- Final program will be archived on [www.EDCmag.com](http://www.EDCmag.com) and [www.SustainableFacilitymag.com](http://www.SustainableFacilitymag.com) for 12 months following the live date.

### Registration and Live Events:

- A customized registration page including three pre-qualifying questions.
- Three customized polling questions executed during the live event.
- Management of registration for live and on-demand event.
- Provide customer support to registrants, speakers and sponsors pre-, live and post-event.

## Recent Results



Custom designed to address critical issues and topics central to your brand and solutions. Collaborating with industry thought leaders and subject matter experts on new technologies, trends and issues; your Webinar brings an audience of qualified decision-makers together with your brand and message.

AIA/CES Registered + GBCI CEU credits

#### GREEN CLEANING MADE EASY

- REGISTRATION 900
- ATTENDEES 455

#### AIR BARRIER SYSTEMS FOR SUSTAINABLE MASONRY WALLS

- REGISTRATION 818
- ATTENDEES 427

#### TACKLING ENERGY CHALLENGES IN YOUR ELECTRICAL SYSTEM: BEST PRACTICES FOR FEDERAL FACILITIES

- REGISTRATION 863
- ATTENDEES 446

#### BEYOND COOL + SUSTAINABLE – THE FIVE E'S OF HIGH-PERFORMANCE ROOFING

- REGISTRATION 820
- ATTENDEES 404

#### UNDERSTANDING GREEN SCHOOLS

- REGISTRATION 1,686
- ATTENDEES 904

#### FAÇADE STABILIZATION SOLUTIONS: PRESERVING THE PAST AND BUILDING THE FUTURE

- REGISTRATION 685
- ATTENDEES 371

**Schedule a Green Design Solutions topic for \$6,450 (gross), limit four sponsors. Custom Webinars start at \$11,000 (gross).**

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\*When time permits.

# INTEGRATED *Media*



**Our popular bimonthly electronic newsletters reach opt-in only subscribers with informative news bytes.**

- eNews Banner Ads
  - Top Banner
  - Additional Banner Positions
- eNews Product Highlight Ads
  - Top Product Highlight (JUST UNDER OPENING EDITORIAL)
  - Additional Product Highlight Positions
- eNews Skyscraper Ads
- eNews Tile Ads
- Sponsorship of targeted editorial/special section
- Custom eNews
- Smartschools (monthly)

## SMARTschools eNews



**NEW!**

Our new monthly eNews is focused on the latest news and information for designing and maintaining sustainable schools. Sent to a combined audience of ED+C and SF education focused subscribers.

# eNewsletters.



### + WEBINARS

- Educate Customers
- Build Your Brand
- Generate Leads

Since 2006, BNP Media has produced more than 450 webinars, generating an average of 500 lead opportunities. Our staff experts will promote, register and manage your webinar. As a sponsor, you enjoy the following benefits:

- Registration list providing high-quality sales prospects, including: names, companies, phone numbers and e-mail addresses
- Credibility with customers/prospects
- Extended ad dollars with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls or trade shows
- Sole sponsorship — You choose the content/speakers/date, and ED+C will market and execute your event

SCHEDULE YOUR CUSTOMIZED WEBINAR PROGRAM TODAY!



### + BPA-AUDITED DIGITAL EDITION

[www.EDCmag.com/digitaleditionarchives](http://www.EDCmag.com/digitaleditionarchives)

ED+C is the first green publication to offer a choice: print or digital. The ED+C Digital Edition is e-mailed every month to opt-in BPA ED+C subscribers, hosted on [www.EDCmag.com](http://www.EDCmag.com) and archived for 12 months. To generate leads, all advertisers receive a FREE live link in their digital issue ad.

Digital Edition advertising options:

- Online Magazine Sponsor includes opposite cover position, link in navigation bar, and logo on Web Table of Contents in print.
- Full-page Ad is archived for 12 months with live link.
- Additional rich media options available.

POSITIONS ARE LIMITED. ACT NOW TO RESERVE YOUR SPACE! ALL ONLINE AND ENEWS ADVERTISING AND SPONSORSHIPS ARE FIRST COME, FIRST SERVE. FIRST RIGHT OF REFUSAL TO CURRENT ADVERTISERS.



## + WHITE PAPERS

Add your white paper or case study to our library of information which is organized by topic and accessible by our Google-powdered search engine.

## + SOCIAL MEDIA

Connect with us and others in the industry through our social media outlets.

[www.twitter.com/EDCmagazine](http://www.twitter.com/EDCmagazine)   
[www.EDCmag.com/connect](http://www.EDCmag.com/connect)   
[www.facebook.com/Greenmags](http://www.facebook.com/Greenmags) 

## + VIRTUAL TRADE SHOW

Our Green Virtual Event is a turnkey virtual show covering the three pillars of sustainability: business + social + environmental.

The benefits include:

- Cost effectiveness – no travel or setup costs
- Time savings – you see multiple prospects in one place
- Convenience – more readily available than traditional face-to-face events
- Marketing – print and online promotion for the event
- Lead generation – full demographic information for anyone who stops by your booth



## + PODCAST SPONSORSHIPS

ED+C and Sustainable Facility's (SF) Podcast MP3 audio files are downloadable from our websites and formatted for an MP3 player or computer. Ten-minute informative sound bytes address sustainability issues and trends in the built environment.

A 25-word commercial/company message to be read by the moderator during the podcast. Your commercial placement will be determined by the moderator on a first-come-first-serve basis throughout the podcast. We'd be happy to help you develop your message!

- Logo and Web link on podcast Web page archived for an additional 12 months.
- Logo on Web TOC in print.

## + GREENBUILD AND AIA BOOTH VIDEO

Position your company as a cutting-edge provider of industry-leading information with your own video, up to three minutes in length. This video offers an opportunity for companies to introduce their latest products and services, recap trade show exhibits, and provide demonstrations or educational information on technical advancements. Our professional video team will film and edit your booth video. You own it; we market it to your audience.

**NEW!** Also available to Chicago Merchandise Mart showrooms.



## + SPECIAL SECTION SPONSORSHIP

Includes logo on homepage, exclusive banner and skyscraper on sponsorship page.

# INTEGRATED *Media*

Integrated marketing boosts all aspects of your marketing campaign; creating synergy between your message and the medium you choose. Whether your goal is lead generation, brand awareness, education or a new product launch, ED+C's integrated media packages can help design a powerful marketing campaign aligned with your marketing objectives.

## PACKAGES

### Lead Generator

MEDIA PACKAGE

- Webinar
- eNewsletter Tile Ads (2)
- Digital Edition Sponsorship Ad
- "Must See Products" eblast: (Spring or Fall)

**\$13,725/gross**

### New Product

MEDIA PACKAGE

- Webinar
- Full-Page Print + Digital Ad
- e-Blast Follow-Up email to all webinar registrants
- Supplied Video posted on www.EDCmag.com within three Months of Webinar

**\$16,200/gross**

### Brand Awareness

MEDIA PACKAGE

- Full-Page Print + Digital Ad
- Cover Peel (pointing to your full-page ad)
- Green Product Buzz Guide/Must See Products eblast
- eNewsletter Banner Ads (2)
- Page-Peel on www.EDCmag.com

**\$10,305/gross**

### Show Package

MEDIA PACKAGE

- Full-Page Print + Digital Ad
- eNewsletter Banner Ads (2)
- Banner Ad on www.EDCmag.com
- Green Product Buzz Guide/Must See Products eblast

**\$6,500/gross**

*prices subject to change*



# Advertising ONLINE

# Advertising eNEWS

ED+C has dramatically expanded its BPA-audited Web-based advertising offerings. Take advantage of the latest online advertising trends and get more online ad clicks. Visit [portfolio.bnpmedia.com](http://portfolio.bnpmedia.com) for complete information, live and interactive samples and ad specifications, or call your sales rep for more information.



Our popular electronic newsletters reach opt-in only subscribers bimonthly, the first and third week of each month. Giving you the latest in green building news twice a month. We also offer custom eNewsletter options.



	Online <a href="http://www.EDCmag.com">www.EDCmag.com</a>	eNews <a href="http://www.EDCmag.com/enewsarchives">www.EDCmag.com/enewsarchives</a>
<b>BANNER ADS</b> (468 x 60 pixels)	<b>MAX OF 5/MONTH</b> \$1,050/month (gross) Rotating Ads \$510/month (gross) subsequent page placement	Top Banner \$700 (gross) Additional Banner Positions \$355 (gross)
<b>TILE ADS</b> (125 x 125 pixels)	<b>MAX OF 5/MONTH</b> \$1,050/month (gross) home page Rotate \$525/month (gross) subsequent page placement	\$450 (gross per issue)
<b>SKYSCRAPER ADS</b> (120 x 600 pixels)	<b>MAX OF 5/MONTH</b> \$1,650/month (gross) Rotate \$825/month (gross) subsequent page placement	\$800 (gross per skyscraper ad)
<b>STREAMING VIDEO</b>	\$815/month (gross)	\$815/ (gross)
<b>RICH MEDIA</b>	<b>EXCLUSIVE</b> Starting at \$3,000/month (gross)	n/a
<b>PEEL DOWN AD</b>	<b>EXCLUSIVE</b> \$3,000/month (gross)	n/a
<b>SPECIAL SECTION SPONSORSHIP</b>	<b>EXCLUSIVE</b> \$1,800/month (gross)	n/a
<b>ARTICLE SPONSORSHIP</b> (300 x 250 pixels)	\$300/month (gross)	n/a
<b>WHITE PAPERS</b>	\$815/month (gross)	n/a
<b>BOX AD</b> (300x 250 pixels)	\$1,650/month (gross)	n/a
<b>CUSTOM eNEWS</b>	n/a	\$4,590 (gross per edition)
<b>PRODUCT HIGHLIGHT ADS</b>	n/a	Top Product Highlight (just under opening editorial) \$1,000 (gross) Additional Product Highlight Positions \$495 (gross)
<b>TARGET EDITORIAL SPONSORSHIP</b>	n/a	\$1,300 (gross per edition)

prices subject to change

\*Publishers own data. \*Cost per thousand available.

# Advertising DIGITAL EDITION

The ED+C Digital Edition is e-mailed every month to BPA-audited ED+C subscribers, hosted and archived on [www.EDCmag.com](http://www.EDCmag.com). To generate leads, all advertisers receive a FREE live link in their digital issue ad.

All print ads are in the corresponding month's digital edition for free. But there's more power to reach customers than a copy of your print ad. Use the digital edition rich media options to make your ad come alive and to generate leads.

**ED+C Offers a Choice:**  
print or digital.

## DIGITAL MAGAZINE SPONSOR

Includes opposite cover position + link in navigation bar and logo on Web Table of Contents in print.  
**\$3,500/issue (gross)**

## FULL-PAGE ADS

Archived with live link.  
**\$1,950/issue (gross)**

## ROTATING BANNER ADS

The digital edition can be enhanced with rotating banner ads.  
**\$995/issue (gross)**

## NON-STANDARD PAGES

Blow-in cards are similar to an insert in a print publication. The static version is one sided, while animation allows the reader to view two sides.  
**\$795/issue (gross)**

## TAB

Tabs stand outside of the magazine's edge, allowing readers to quickly locate your full-page ad.  
**\$500/issue (gross)**

## STREAMING MEDIA

**Audio, Video and Flash Animation**  
Use audio and video to extend your sales message, directly on the page. Flash animation captures attention, while also extending your sales message. We can include an audio or video icon to your digital edition ad, without altering the ad's layout.  
**\$995/issue (gross)**



## LEAD GENERATION

The Call Back Card and Business Reply Cards provide the reader a method to interact with the advertiser.  
**\$895/issue (gross)**



## BELLY BAND

Positioned between the top and bottom of any page, belly bands are inserted between two pages and can be static or animated. Animated versions include ad space on the front and back.  
**\$1,500/issue (gross)**

*prices subject to change*

For more information on digital edition capabilities, **SEE OUR SAMPLE.**



# COMPETITIVE **Comparison**

	<b>ed+c</b>	<b>eco-structure</b>	<b>GreenSource</b>
<b>Frequency for 2011</b>	12x	6x	6x
<b>Established</b>	1997	2003	2007
<b>Exclusive LEED Guide</b>	+	n/a	n/a
<b>Cost</b>	Free to subscribers	Free to subscribers	\$19.95
<b>Audited Print Publication</b>	BPA	BPA	ABC
<b>BPA-audited Digital Circulation</b>	+	Not Audited	Not Audited
<b>BPA-audited Website Stats</b>	+	Not Audited	Not Audited



- Oldest and most-respected, independent green architectural publication serving the market for 13 years, winning numerous and prestigious magazine awards.
- LEED AP editor for the past eight years, Associate Publisher, Michelle Hucal is also a past elected national board member of the USGBC.
- Group Publisher for the past nine years, Diana Brown, currently serves on the board of directors for Sustainable Buildings Industry Council (SBIC).
- 94% of the readers surveyed in the Green Building Awareness study are directly involved in the purchase, specification, and recommendation of green products or services their clients require.\*
- ED+C has a pass along rate of 76,500 per issue.\*
- 56% of our readership are members of the USGBC.\*
- Comprehensive Integrated Media Platform: Podcasts, eNewsletters, video options and *Sustainable Facility* (the only green facility management publication).
- Successful webinars produced averaging 900+ in registrants and 500+ in attendees.






\*ED+C Green Building Awareness study, August 2009.

2012

## GREENbook

REACH  
MORE THAN  
50,000  
SUBSCRIBERS  
DEDICATED  
TO GREEN  
BUILDING AND  
MAINTENANCE!

Sustainable Product  Resource GuideYOUR ULTIMATE  
MARKETING TOOL






-  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 ALL IN ONE DIRECTORY.

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

## In Print + Digital

ED+C's and SF's December Issue





Searchable by:

-  Alpha-product listings
-  Alpha-trade name listings
-  Alpha-Resource Directory
-  Alpha-Supplier Directory
-  CSI Code listings



## Online






[www.EDCmag.com/greenbook](http://www.EDCmag.com/greenbook)  
[www.SustainableFacility.com/greenbook](http://www.SustainableFacility.com/greenbook)

-  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



## Gain Exposure Year Round






Your ad in the ED+C and SF's GREENbook can:

-  Build brand awareness
-  Increase contacts
-  Improve company reputation
-  Increase leads
-  Receive a **FREE** Basic Package and discounted listing enhancements

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

See next page for listing enhancements opportunities

Advertisers in  
the December  
issue receive  
these bonuses:

-  **FREE** Boldface Basic Package
-  **FREE** Boldface Trade Names
-  **FREE** Online Hot Link
-  Listing includes "See our ad on page ##" tag
-  **FREE** Online Highlighting

# Now Buyers Can Find You In More Ways!

## GREENbook

### WANT MAXIMUM IMPACT?

#### PREMIUM PLUS PACKAGE

- Includes PREMIUM PACKAGE
- + Request for Proposal (RFP) button on listing
- + Shaded Box listing
- + Choice of: Video online, Tile ad on all pages of the GREENbook, or a banner on three category specific pages

#### PREMIUM PACKAGE

- Includes DELUXE PACKAGE
- + Two additional Product Shots in print and online (one shot per category)
- + Up to three spec sheets online
- + Premium Ranking and designation online (appear 1st)
- + Designation on ad index

#### DELUXE PACKAGE

- Includes LOGO LISTING
- + 70-word description
- + One Product Shot in print and online
- + Improved search ranking online
- + Email subject line: Info Request from GREENbook Listing

#### LOGO LISTING

- Includes BASIC PACKAGE
- + A four-color logo in print and online
- + Online Highlighting

#### BASIC PACKAGE

- + A listing in print and online
- + 40-word description
- + Web Hot Link
- + Up to 10 CSI codes in product section

#### 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.

#### Premium Package Logo 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 high performance 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

Pricing for 2012 GREENbook (published Dec. 2011)

ENHANCEMENT <b>NET</b> RATES	DISPLAY ADVERTISERS	NON-ADVERTISERS
Basic Package	FREE	\$105
Logo Listing	\$325	\$650
Deluxe Package	\$480	\$960
Premium Package	\$1,205	\$2,415
Premium Package PLUS	\$1,500	\$2,975
Product Shots or Logo	\$175	\$350
Additional CSI Code Listing	\$55	\$115

For more information on upgrades, please contact: Stacey Hurley | Listing Enhancement Sales | 248-786-1662 | hurleys@bnpmedia.com

prices subject to change

#### Product Shot



Eldorado Stone, LLC  
 Reader Service No. 47

**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  
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 burrowsc@bnpmedia.com

WESTERN US SALES MANAGER

**Karrie Laughlin** 248-227-3584  
 laughlink@bnpmedia.com



www.EDCmag.com/podcast

**ED+C AND SUSTAINABLE FACILITY'S (SF) PODCASTS ARE DOWNLOADABLE FROM OUR WEBSITES AND ARE MP3 AUDIO FILES YOU CAN LISTEN TO VIA AN MP3 PLAYER OR COMPUTER. 10 MINUTE INFORMATIVE SOUND BYTES ADDRESS SUSTAINABILITY ISSUES AND TRENDS IN THE BUILT ENVIRONMENT.**

## EDITORIAL PODCAST

(produced and developed by the ED+C/SF editorial team)

### ● Excellence in Design Awards

ED+C editors MICHELLE HUCAL and DERRICK TEAL announce the winners of the 2011 ED+C Excellence in Design Awards and discuss these exemplary green buildings and offer insight into this annual contest.

### Editorial Sponsorships Include:

- A 25-word commercial/company message to be read by the moderator during the podcast. *Timing to be determined by the moderator on a first-come-first-serve basis throughout the podcast. We'd be happy to help you develop your message!*
- Logo and Web Link on Podcast Web Page archived for an additional 12 months.
- Logo on Web TOC in print.
- A tile ad and link to your podcast to post on your site.
- Promotion in eNewsletter and Social Media networks.

**\$595/gross. Multiple sponsors. (max: 3)**

## EXCLUSIVE PODCAST

This exclusive, custom podcast option includes 5-10 minutes of audio with your company representative to discuss environmental building trends, a case study, company initiatives and/or product related information. An ED+C team member may conduct the interview, or you can supply a 2MB, MP3 file.

- Sponsorship includes all of the above *with your own message!*

### Upcoming Opportunity

*Discuss your message!*

**\$1,725/gross. Introductory Rate \$1,175/gross.  
(single sponsorship)**

## Coming Soon!

Additional 2011 Podcast  
Sponsor Opportunities

PUBLISHER

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

ASSOCIATE PUBLISHER

**Michelle Hucal** 248-244-1280  
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EASTERN US SALES MANAGER

**Carrie Burrows** 248-525-3363  
burrowsc@bnpmedia.com

WESTERN US SALES MANAGER

**Karrie Laughlin** 248-227-3584  
laughlink@bnpmedia.com

www.EDCmag.com • www.SustainableFacility.com

# Cool Roofing *plus*

Coming February  
+ September 2011!



- Reach more than 53,000 BPA-audited qualified Architects, Facility Managers, Building Owners and Specifiers in this green focused special section.
- Reach two powerful, complementary green building circulations for one low price!
- The Cool Roofing *plus* special section will look at the latest trends and new products used in the following:
  - Design
  - Construction
  - Maintenance of sustainable and energy-efficient roofing projects
    - Green roofs
    - Solar systems and more.

Call your sales rep today.

**Diana Brown** PUBLISHER  
248-244-6258 brownnd@bnpmmedia.com



**Karrie Laughlin** NATIONAL SALES MANAGER  
248-227-3584 laughlink@bnpmmedia.com



## Winter 2011

**Ad Close: January 11, 2011**

**Materials Due: January 19, 2011**

## Fall 2011

**Ad Close: July 26, 2011**

**Materials Due: August 3, 2011**

# High-Performance Building Envelopes

Coming in May 2011!



Call your sales rep today.

**Diana Brown** PUBLISHER  
248-244-6258 brownnd@bnpmedia.com



**Karrie Laughlin** NATIONAL SALES MANAGER  
248-227-3584 laughlink@bnpmedia.com



Incorporating energy-saving elements, with appealing design can be a challenge for the building/design industry. This May, *Environmental Design+Construction* will cover this with the latest news, information and products in our annual special section. In addition to successful energy-saving design, High-performance Building Envelopes will cover:

- Ins and outs of the building envelope
- Designing for LEED and regional building codes
- Choosing the best wall system, glazing and components

Products to be featured:

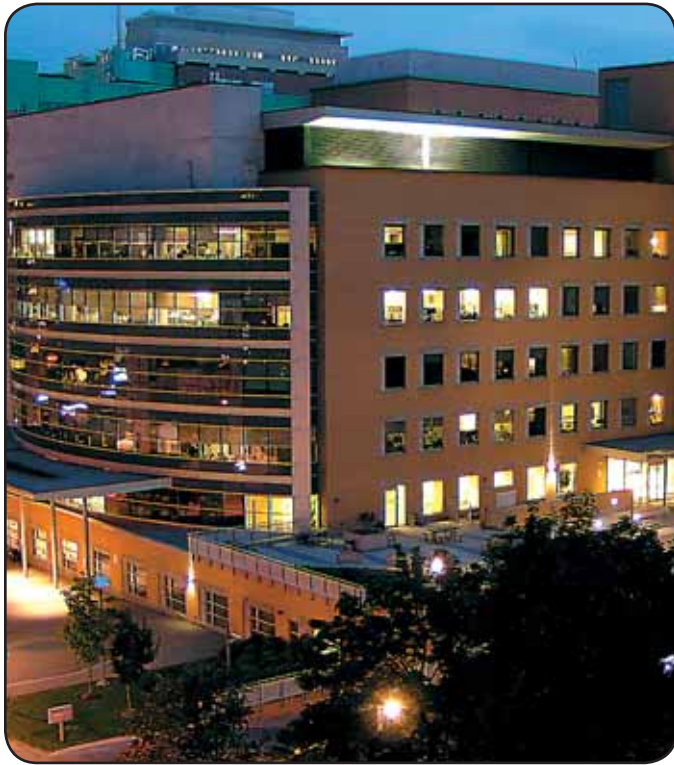
- Building systems
- Metal framing
- Glazing
- EIFS
- Insulation

**Reach 28,500  
building  
professionals!\***

Ad Close: April 4, 2011

Materials Due: April 12, 2011

# Lighting



Call your sales rep today.

**Diana Brown** PUBLISHER  
248-244-6258 brownd@bnpmmedia.com



**Karrie Laughlin** NATIONAL SALES MANAGER  
248-227-3584 laughlink@bnpmmedia.com



Coming May ED+C  
+ May SF 2011!

ED+C and SF collaborates to bring you the latest in lighting technology and products, plus featured coverage on specifying types of lighting for various facility applications (schools, hospital, industrial, and more).

Also inside this special section:

- Lighting Products
- LEDs
- CFL, Lamps, Ballasts
- Daylighting, louvers and sun shade systems.
- DC Powered Lighting
- Automation and Controls
- Retrofitting for Energy Efficiency
- Indoor and Outdoor Lighting Applications
- And More!

Featured in:

- ED+C May
- SF May
- Bonus Distribution at Lightfair, International, May 17-19, Philadelphia
  - Reach the largest annual architectural + commercial Lighting show attendees

ED+C - May 2011

**Ad Close: April 4, 2011**

**Materials Due: April 12, 2011**

Sustainable Facility - May 2011

**Ad Close: April 11, 2011**

**Materials Due: April 18, 2011**

# SUSTAINABLE FLOORING

Coming June 2011!

## TARGETED OPPORTUNITY!

ED+C features the ninth annual Sustainable Flooring section in our June issue. ED+C's 28,500 BPA-audited circulation reaches architects, designers, spec writers and building owners. *Sustainable Facility* features the Sustainable Flooring section in the July issue, reaching more than 25,000 BPA-audited facility management professionals. Contact your sales representative for special discount pricing.



Call your sales rep today.

**Diana Brown** PUBLISHER  
248-244-6258 brownnd@bnpmedia.com



**Karrie Laughlin** NATIONAL SALES MANAGER  
248-227-3584 laughlink@bnpmedia.com



### Sponsorship for 2011!

Available to Sustainable Flooring print Advertisers

- Your logo on the cover of Sustainable Flooring section
- Live link in digital version
- Logo ad online for 12 months with link on www.EDCmag.com
- Tile ad "As Seen In ED+C" supplied to promote the digital edition of Sustainable Flooring on your website. \$610/gross

### Integrated Media Opportunities for 2011!

- **Webinar Opportunities:** Sustainable Flooring used in K-12 education; Sustainable Flooring Certification and Labeling. \$6,175/gross
- **Exclusive Podcast:** 5-10 minute audio interview with your company representative about sustainable flooring trends, hosted for 12 months promoted in web table of contents, enews and online. \$1,175/gross
- **Editorial Podcast:** Be one of three sponsors on the topic of sustainable flooring trends. \$595/gross

### Information Showcase for 2011!

These 4-color, ads showcase your products, services, and websites in a low-cost standard format. Includes up to 60 words and reader action card number to pull more high-quality leads. \$585/gross

### Editorial features will include:

- News and Certifications in resilient flooring, wood and natural products, carpet and concrete.
- Enhancing Hospitals and Schools with Sustainable Floor Coverings.
- Recycling and Reclaiming Floors.
- Installation: Adhesives and Underlayments.
- Commercial Interiors.
- Floor Care: Green Cleaning and Maintenance.

Send the latest sustainable flooring news and photos to [teald@bnpmedia.com](mailto:teald@bnpmedia.com)

## Bonus Distribution to the Attendees at:

- NeoCon in Chicago June 13-15th
- Surfaces and Coverings Distribution 2012

Ad Close: May 2, 2011

Materials Due: May 9, 2011

prices subject to change

# The LEED® Guide



The LEED® (Leadership in Energy and Environmental Design) Guide is *ED+C* and *Sustainable Facility's* exclusive special section with the USGBC. It will breakdown LEED® advancements and updates to our 28,500 BPA-audited green-focused subscribers!



*Sustainable Facility (SF)* will also be publishing a version of the LEED® Guide in July. *SF* delivers to 25,000 BPA-audited facility managers, building owners and building engineers. Advertisers in the *ED+C* LEED Guide will receive bonus distribution to the USGBC members through new member kits, trade show + chapter distribution and education purposes. Plus, additional bonus distribution by *ED+C*.

In 2010, the LEED Guide earned an honorable mention in *min's* Editorial & Design awards in the category of Print and Online Coverage of a Single Topic.

Call your sales rep today.

**Diana Brown** PUBLISHER  
248-244-6258 brown@bnpmedia.com



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



**Karrie Laughlin** NATIONAL SALES MANAGER  
248-227-3584 laughlink@bnpmedia.com



Coming July 2011!

THIS OPPORTUNITY  
IS AVAILABLE  
EXCLUSIVELY FOR  
USGBC MEMBERS.

#### Display Advertising

We are offering the 3x rate for display advertisers who are not on contract with *ED+C* or *SF*.

#### Marketplace/Information Showcase

The Marketplace section is an affordable way for your company or green product to gain exposure in this special supplement. These 4-color business card sized ads are only \$735/gross. Marketplace ad size is 3.5 x 2 inches.

#### *ED+C's* LEED Guide will highlight:

- The past, present and future of the LEED program.
- LEED applications for New Construction and Major Renovations, Existing Buildings: Operations & Maintenance, Commercial Interiors, Core & Shell, Schools, Retail, Healthcare, Homes, and Neighborhood Development.
- How to measure, verify and maintain LEED Projects.
- Fees and the cost of LEED building certification
- Understanding LEED Professional Accreditation specialties, LEED Associate and LEED Fellow designations; plus the role of the Green Building Certification Institute (GBCI) in credentialing maintenance and other education.
- U.S. Green Building Council updates, Greenbuild.
- LEED Certified, Silver, Gold and Platinum Case Studies.
- And More!

***ED+C* and *SF* are the premier publications serving the green building industry by providing high-quality, targeted circulation and editorial.**

Ad Close: June 1, 2011

Materials Due: June 9, 2011

prices subject to change



**Coming August 2011!**

For the 6th year, ED+C is again joining with the GREENGUARD Environmental Institute to bring our 28,500\* architect, specifier and designer subscribers a special section on indoor air quality (IAQ). This section will deliver an in-depth look at creating healthy, productive indoor environments.

Editorial and case studies will focus on specifying low-emitting, safe, certified building products in a variety of applications. GREENGUARD Environmental Institute staff will address the GREENGUARD certification program and criteria.



*Call your sales rep today.*

**Diana Brown** PUBLISHER  
 248-244-6258 [brownd@bnpmedia.com](mailto:brownd@bnpmedia.com)



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**Karrie Laughlin** WESTERN US SALES MANAGER  
 248-227-3584 [laughlink@bnpmedia.com](mailto:laughlink@bnpmedia.com)



**ED+C and GREENGUARD will address:**

- Developing Healthier Products.
- Performance Metrics.
- Ensuring good IAQ after occupancy.
- Performance Criteria in ASHRAE 189.1, IgCC and the LEED rating system.
- Laws of Sustainability and Green Building.

**Information Showcase-Great Value!**

These 4-color ads showcase your products, services, and websites in a low-cost standard format. Includes up to 60 words and reader action card number to pull more high-quality leads. Reserve your Showcase for only \$585/gross.

**Display Advertising**

We are offering the 3x rate for display advertisers who are not on contract with ED+C.

**An exclusive  
 GREENGUARD  
 member-only  
 opportunity**

**Ad Close: July 8, 2011**

**Materials Due: July 18, 2011**

prices subject to change

Sponsored by:



**Coming October 2011!**

ED+C is joining forces with the FSC to bring more than 28,500\* architect, specifier and builder subscribers a special section on certified wood.



*Call your sales rep today.*

**Diana Brown** PUBLISHER  
 248-244-6258 [brownd@bnpmedia.com](mailto:brownd@bnpmedia.com)



**Michelle Hucal** ASSOCIATE PUBLISHER  
 248-244-1280 [hucalm@bnpmedia.com](mailto:hucalm@bnpmedia.com)



**Karrie Laughlin** NATIONAL SALES MANAGER  
 248-227-3584 [laughlink@bnpmedia.com](mailto:laughlink@bnpmedia.com)



- **FSC and ED+C will address:**
  - The FSC certification process from the ground up.
  - LEED and how the FSC process applies.
- **Information Showcase-Great Value!**  
 These 4-color ads showcase your products, services, and websites in a low-cost standard format. Includes up to 60 words and reader action card number to pull more high-quality leads. Reserve your Showcase for only \$585/gross
- The November issue including the FSC section will be distributed to the thousands of attendees of Greenbuild 2011 from the ED+C booth and Lit Racks!
- **Display Advertising**  
 We are offering the 3x rate for display advertisers who are not on contract with ED+C or SF.



**Ad Close: August 24, 2011**

**Materials Due: September 1, 2011**

prices subject to change

# RATES *Specs*

Print Digital Issue

## 2011 4-Color Rates (Gross Rates)

	1x	3x	6x	9x	12x	18x
Full Page	\$5,779	\$5,603	\$5,186	\$4,791	\$4,640	\$4,554
2/3 Page	\$5,336	\$5,215	\$4,821	\$4,705	\$4,584	\$4,330
1/2 Island	\$3,962	\$3,895	\$3,556	\$3,392	\$3,265	\$3,137
1/2 Page	\$3,610	\$3,550	\$3,265	\$3,222	\$3,046	\$2,870
1/3 Page	\$3,101	\$3,053	\$2,780	\$2,622	\$2,483	\$2,379
1/4 Page	\$2,712	\$2,689	\$2,435	\$2,295	\$2,185	\$1,998
1/6 Page	\$2,465	\$2,409	\$2,095	\$1,962	\$1,871	\$1,749

Special Discount Programs and Combination Programs with other BNP Media Publications are available. Ask your sales rep for details.

### Payment terms:

Invoices are payable in U.S. funds only. Net 30 days. 1.5% per month service charge thereafter (0.5% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

## Marketing Services

### CUSTOM MEDIA DIVISION — PERSONALIZED MEDIA SOLUTIONS

Is your organization thinking about starting its own magazine or website? How about creating a video or coffee table book? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with ED+C's readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. For more information, contact your sales representative.



### MAKING THE COMPLEX CLEAR

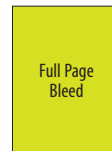
Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize marketing ROI, please contact Beth Surowiec at (248) 786-1619 or SurowiecB@clearseasresearch.com.

## Advertising

### DISPLAY SIZES



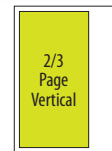
Full Page Bleed

9" x 11"



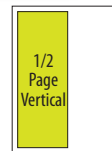
Full Page Non-Bleed

8.75" x 10.75"



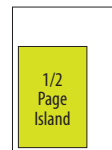
2/3 Page Vertical

4.75" x 10"



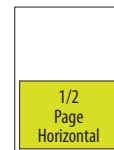
1/2 Page Vertical

3.5" x 10"



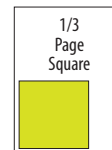
1/2 Page Island

4.75" x 7.5"



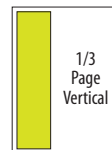
1/2 Page Horizontal

7.25" x 4.875"



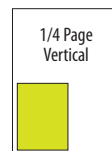
1/3 Page Square

4.75" x 4.875"



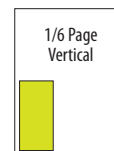
1/3 Page Vertical

2.25" x 10"



1/4 Page Vertical

3.5" x 4.875"



1/6 Page Vertical

2.25" x 4.875"

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