




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

#### Premium Package Logo Listing



**Duro-Last Roofing Inc.**  
 525 Morley Dr.  
 Saginaw, MI 48601  
 (800) 248-0280; (989) 753-6196  
 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

#### 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.

#### 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@bnpmmedia.com

prices subject to change

#### Product Shot



Eldorado Stone, LLC  
 Reader Service No. 47

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