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environmental design + construction

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Sustainable Facility

2012 Editorial Calendar and Writers' Guidelines

FEATURING:

- *ED+C*, the only monthly green magazine
- *Sustainable Facility* published 6 times in 2012
- Annual LEED Guide
- BPA-audited Digital Edition
- eNewsletters
- Webinars
- Social Media (Twitter, Facebook, LinkedIn)
- Podcasts and Editorial Videos
- Virtual Trade Show

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A full media kit for advertisers is available for download online at www.EDCmag.com and www.SustainableFacility.com.

Environmental Design + Construction (ED+C) and *Sustainable Facility (SF)* strive to produce high-quality media options in print and digital edition editorial to meet the needs of today's building professional.



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* supports nearly 28,500 subscribers, including architects, designers, specifying engineers and building owners/developers, to enhance the sustainability of new and existing buildings. *ED+C* is committed to maintaining high-quality, BPA-audited circulation and award-winning editorial supported by a LEED-accredited associate publisher, quality research, growth and industry relationships. Through leadership — as well as quality content in print, online and in educational events — *ED+C* will continue to be the foremost and only monthly magazine in the green building industry.



Reaching 25,000 subscribers, *Sustainable Facility (SF)* magazine is dedicated to high-performance buildings and optimal energy and resource management in commercial, institutional and industrial facilities. Winner of the 2008 ASBPE award for Publication Redesign, *Sustainable Facility* highlights industry news, green facilities and the latest trends. Columnists and authors offer perspectives to guide facility managers, building owners and energy management professionals in sustainable decision making. *SF* is committed to maintaining high-quality, BPA-audited circulation, and award-winning editorial supported by a LEED-accredited associate publisher, quality research, growth and industry relationships.

Editorial Scope

ED+C has been bringing high-quality editorial to the industry for a decade. With a commitment to excellence and passion for sustainable design, *ED+C* has built a relationship with a powerful editorial advisory board and group of contributors. *Sustainable Facility* is emerging as the green industry voice across the facility management marketplace through strong, tailored editorial and dedicated columnists.



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 news, products, website and eNewsletters for *ED+C* and *SF*.

Derrick and Laura collaborate with our editorial advisory board and contributors to bring you the latest news and information in the green building industry.

ED+C magazine has been honored with The Sustainable Buildings Industry Council's 2004 Sustainable Practice Award for Special Achievement in Communications, the American Society of Business Publication Editors 2005 award for editorial excellence, and min's Editorial & Design Award (finalist) in 2010.

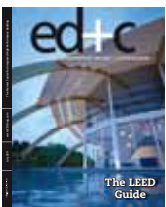
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The official *LEED Guide* is a valuable resource for the green building professional or novice. Through a partnership with the USGBC, all *ED+C* subscribers will receive this award-winning annual guide focusing on the Leadership in Energy and Environmental Design (LEED) Green Building Rating System inside their July issue. This section will also be included in *SF*.



The 2010 *LEED Guide* was honored as a finalist in min's Editorial & Design Awards in the category of Print/Online Coverage of Single Topic.



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Editorial Advisory Board



JAMES D. QUALK, LEED AP BD+C



Jamie is vice president of SSRcx, a wholly owned division of engineering design and facility consulting firm Smith Seckman Reid Inc. He lectures in the Civil Engineering department of Vanderbilt University regarding sustainability and construction and also at Lipscomb University in the Institute for Sustainable Practice regarding renewable energy.

JIM NICOLOW, AIA, LEED AP



Jim is the director of sustainability for architecture firm Lord, Aeck & Sargent, where he spearheads the effort to incorporate sustainable design in the firm's work. He has successfully led the LEED certification effort on numerous projects ranging from certified through platinum levels, and is a member of American Public Media's "Greenwash Brigade."

KIRK TESKE, AIA, LEED AP BD+C



Kirk is a principal with HKS Inc, a top five architectural firm, and currently serves as Chief Sustainability Officer. He has spent the majority of his career orchestrating the design of corporate campuses, and is the founding chair of the USGBC North Texas Chapter and a past chair of the Dallas AIA Committee on the Environment. He currently serves as Vice President of AIA Dallas and on the USGBC South Central Regional Council.

MICHAEL BERNING, PE, CEM, LEED AP BD+C



Michael is a senior principal and director of Sustainable Design for Heapy Engineering where he leads the strategic direction for Heapy regarding sustainability and energy services. He is co-chair of the Dayton (Ohio) Regional Green Task Force and is a regional chair for USGBC's College- and University-based USGBC Students program.

TOMMY LINSTROTH, LEED AP



Tommy is the founder and principal of Trident Sustainability Group. He oversees all aspects of Trident Sustainability Group's client sustainability solutions, from minimizing carbon footprint to managing sustainable development projects. Tommy is the past chair of the USGBC Georgia Chapter and the original founder and past-chairman of the USGBC Savannah Chapter.

STEPHEN P. ASHKIN



Stephen is president of The Ashkin Group, a consulting firm specializing in greening the cleaning industry, and is coauthor of both *The Business of Green Cleaning* and *Green Cleaning for Dummies*. He has worked in the cleaning industry since 1981 and has held senior management positions in leading consumer and commercial product companies. He began his work on green cleaning in 1990, and today is thought of as the "father of green cleaning."

WRITERS' GUIDELINES

See the editorial calendar for editorial deadlines.



Features (and Case Studies)

If you're interested in contributing a bylined feature story for *ED+C* or *SF*, please be advised that the article should be exclusive to the publication. Features are generally 500 to 1,000

words in length. We're very flexible on style and format, but you might want to visit www.EDCmag.com or www.SustainableFacility.com for some previously published feature articles. The article should be technical in nature and targeted for our highly educated audience of environmental building professionals (architects or facility managers).

A good approach to take is examining the unique challenges or innovations of a specific sustainable aspect, maybe relevant to the building or industry type, the people involved, or the performance results (did it exceed expectations?). How about budget? Performance data (i.e., water, energy), building standards and codes, and certifications (product or building) are helpful to include.

Also include a sidebar of the basics — size, location, date completed, etc., plus a list of the entire project team (i.e., firm and company names) and a list of green building materials (product and manufacturers). Projects that include a list of resources will get priority over those that do not.

High-quality images, photos, graphics, renderings, etc. (preferred photos size is 300 dpi) are required, and we cannot compensate photographers, but please include any photo credits that should be published. Finally, please include a short author biography. The deadline for all of the completed information and photos is generally two months prior to publication date (see the calendar for specific deadlines, but the story idea should be discussed with the editor three months prior). E-mail materials to editor Derrick Teal at teald@bnpmedia.com. Due to the number of submissions we receive, we are unable to use every article in print. If we are unable to use the article in print, please advise if we may use it in the digital edition, as a Web Exclusive feature or in an eNewsletter.



Editorial Departments

See the editorial calendar for editorial deadlines.

Columns: Have an idea that you think would benefit the industry? *ED+C* accepts exclusive bylined columns from industry experts on hot topics and key issues for "Surviving+Thriving." *SF* also accepts submissions for the monthly "Initiatives" section. Ideas should be e-mailed to the editors for consideration.

News: *ED+C/SF* do not generally run personnel (new hires, for example) announcements. However, strong green building news items will be considered for online or print consideration. News and press releases should be e-mailed to zielinski@bnpmedia.com for consideration.

Products: The latest and greatest green building products are hand-selected by the editorial team to be featured online or in print. Products should be submitted

to associate editor Laura Zielinski two months prior to publication date. Be sure to include an informative description (a press release or short write-up describing the product, including its green attributes) — and images are a must! See potential product category listings on the calendar(s).

Special Sections: Throughout the year, *ED+C* and *SF* include Special Sections. Some are editor-authored editorials focused on specific building product categories. In this case, editorial will be accepted from outside sources (such as Cool Roofing, Sustainable Flooring and the LEED Guide), which are published in partnership with sister publications at BNP Media. Other times, special sections are sponsored by industry organizations that supply all of the related editorial. Please check with editor Derrick Teal for questions at least three months prior to publication date.

Web Exclusive Articles, Digital-only Editorial and Blogs

Some are featured in the Web TOC

We simply receive so much great information that it's impossible to fit it all in the print issue. Web Exclusive articles are featured on the magazine's website, and the digital-only editorial can be found in our BPA-audited digital edition of the publication. Both types of articles meet the same editorial standards we strive for with all of our featured articles in print. We still need images, photos, graphics and/or renderings to provide our readers with the information they need. A Web Table of Contents (Web TOC) is featured in every issue (print and digital) of *ED+C* and *SF*. We also accept guest blogs for consideration.



eNewsletters, Webinars, Podcasts and More

Targeted semimonthly eNewsletters and online education
Our popular semimonthly electronic newsletters reach opt-in only subscribers with informative news bytes and targeted editorial topics. E-mail Laura Zielinski if you'd like to contribute to an eNewsletter for either publication.

ED+C and *SF* also produce webinars. If you would like to suggest a topic or speaker for a webinar, podcast or virtual trade show presentation contact Derrick Teal.



Please Note: All submissions must be made available electronically for consideration. Hard copies of promotions and news releases make their way into our recycling bin. Help us help you reduce your environmental footprint.

Our FTP site is always available at <http://upload.bnpmedia.com>. Please select *ED+C* or *SF* as your desired publication and insert teald@bnpmedia.com into the e-mail field.



Text / Word documents and most images (pending file size) can be e-mailed (preferred) or sent on CD or USB drive. Thank you in advance for honoring this request. In addition, a signed contributor rights agreement must be included with all feature/column editorial submissions (see page 7) via e-mail or faxed to 248-786-1394.

At this time, *ED+C/SF* is not offering financial compensation for contributed articles and is therefore not using paid freelance writers.

ED+C Calendar

	Editorial Topics + Special Sections	New + Notable Products and Services Listing	Advertising Opportunities	Bonus Trade Show Distribution
JAN	<p>Editorial deadline: Nov. 1, 2011 AD CLOSE: 12/1 AD MATERIALS: 12/9</p> <p>Exclusive Products Issue</p>	<ul style="list-style-type: none"> ○ Top Products of 2011 (featured in 2012 ED+C) 	<p>Advertorial Spotlight</p>	<p>World of Concrete, Jan. 24-27, Las Vegas</p> <p>Surfaces, Jan. 24-26, Las Vegas</p> <p>AHR Expo (ASHRAE), Jan. 23-25, Chicago</p>
FEB	<p>Editorial deadline: Dec. 1, 2011 AD CLOSE: 1/10 AD MATERIALS: 1/18</p> <p>15th Anniversary Issue</p> <p>..... SPECIAL SECTION: Cool Roofing <i>plus</i> Energy Efficiency, Alternative Energy</p>	<ul style="list-style-type: none"> ○ Building Controls and Lighting ○ BIM Products ○ Insulation 	<p>15% off print display ads</p>	<p>NAHB, Feb. 8-10, Orlando</p> <p>IRE-NRCA, Feb. 22-24, Orlando</p> <p>Building Energy, Mar. 6-8, Boston</p>
MAR	<p>Editorial deadline: Jan. 2 AD CLOSE: 2/1 AD MATERIALS: 2/9</p> <p>Continuing Ed</p> <p>..... K-12 Educational Buildings Net-Zero Energy Building</p>	<ul style="list-style-type: none"> ○ Flooring ○ ENERGY STAR ○ HVAC ○ Water Conservation/Management 	<p>Webinar: Green Schools</p> <p>Product Profile on EDCmag.com</p>	
APR	<p>Editorial deadline: Feb. 2 AD CLOSE: 3/1 AD MATERIALS: 3/9</p> <p>..... Hospitals/Healthcare Facilities Recycling/Waste Management</p>	<ul style="list-style-type: none"> ○ Lighting ○ Plumbing + Mechanical ○ Resilient Flooring 	<p>Information Showcase</p> <p>Online White Papers</p>	<p>Coverings, Apr. 17-20, Orlando</p> <p>Lightfair, May 9-11, Las Vegas</p>
MAY	<p>Editorial deadline: March 1 AD CLOSE: 4/2 AD MATERIALS: 4/10</p> <p>AIA Show Issue</p> <p>..... SPECIAL SECTION: High-Performance Building Envelopes Excellence in Design Award Winners Announced</p>	<ul style="list-style-type: none"> ○ Doors ○ Sheathing, Wraps and Moisture Control 	<p>Green Product Buzz Guide</p> <p>Webinar: Building Envelopes</p>	<p>AIA, May 17-19, Washington DC</p> <p>ASES, May 14-19, Denver</p> <p>Greening the Heartland, May 16-18, Indianapolis</p>
JUNE	<p>Editorial deadline: April 2 AD CLOSE: 5/1 AD MATERIALS: 5/9</p> <p>NEOCON Show Issue</p> <p>..... SPECIAL SECTION: Sustainable Flooring Commercial Interiors Renovations and Retrofitting</p>	<ul style="list-style-type: none"> ○ Paints/Coatings/Wallcoverings ○ Windows/Glazing and Shading Systems 	<p>NEOCON Green Product Buzz Guide</p>	<p>NeoCon, June 13-15, Chicago</p>

ED+C Calendar

	Editorial Topics + Special Sections	New + Notable Products and Services Listing	Advertising Opportunities	Bonus Trade Show Distribution
JULY	<p>Editorial deadline: May 1 AD CLOSE: 6/4 AD MATERIALS: 6/7</p> <p>The LEED Guide</p> <ul style="list-style-type: none"> LEED Projects Residential 	<ul style="list-style-type: none"> Sustainable Surfaces 	<p>LEED Guide Information Showcase</p> <p>Webinar: LEED</p> <p>EXCLUSIVE FOR USGBC MEMBERS</p>	<p>REGISTRATION FOR READERS' CHOICE AWARD OPENS</p>
AUG	<p>Editorial deadline: June 1 AD CLOSE: 7/2 AD MATERIALS: 7/10</p> <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> Indoor Air Quality Colleges and Universities 	<ul style="list-style-type: none"> Software/Web-Based Tools Energy Conservation Carpeting 	<p>Spec Sheet/LEED Sheet</p> <p>IAQ Information Showcase</p>	<p>VIRTUAL GREEN EXPO</p>
SEP	<p>Editorial deadline: July 2 AD CLOSE: 8/1 AD MATERIALS: 8/9</p> <p>Institutional Projects (museums, healthcare)</p> <ul style="list-style-type: none"> Technology (BIM, apps) 	<ul style="list-style-type: none"> Landscaping Ventilation Hard Surface Flooring 	<p>Product Profile on EDCmag.com</p> <p>Webinar: Technology</p>	<p>Construct 2012, Sep. 11-14, Phoenix</p> <p>SolarPower, Sep. 11-13, Orlando</p>
OCT	<p>Editorial deadline: Aug. 1 AD CLOSE: 9/5 AD MATERIALS: 9/13</p> <ul style="list-style-type: none"> Hospitality, Retail and Sporting Venues CEU 	<ul style="list-style-type: none"> Alternative Energy Exteriors + Shading Systems Concrete Wood 	<p>Ad Score Study</p> <p>Continuing Education Showcase</p>	<p>Metalcon, Oct. 9-11, Rosemont</p>
NOV	<p>Editorial deadline: Sep. 3 AD CLOSE: 10/1 AD MATERIALS: 10/9</p> <p>Greenbuild Show Issue</p> <ul style="list-style-type: none"> Certified Wood Residential Government 	<ul style="list-style-type: none"> Ceilings Structural Wall Systems Drywall Readers' Choice Award Winners 	<p>Greenbuild Green Product Buzz Guide</p>	<p>Greenbuild, Nov. 14-16, San Francisco</p>
DEC	<p>Editorial deadline: Oct. 1 Ad Close: 11/1 Ad Materials: 11/9</p> <p>2013 GREENbook Issue</p> <ul style="list-style-type: none"> Perspectives on the Past, Present and Future of Sustainable Design 	<p>In Directory</p>	<p>Premium GREENbook Listing</p>	

Sustainable Facility Calendar

Issue	Editorial Features	New and Notable Product Listings and Services	Advertising Opportunities	Bonus Trade Show Distribution
<p>Jan/Feb</p> <p>Editorial Deadline: 11/1/11 Ad close: 12/8/11 Materials close: 12/16/11</p>	<ul style="list-style-type: none"> >> Special Section: Cool Roofing plus >> ESCOs >> Energy and Power Management 	<p>SF Award Winners</p> <ul style="list-style-type: none"> <input type="checkbox"/> Top Products of 2011 <input type="checkbox"/> HVAC Systems 	<p>Spotlight Issue</p> <ul style="list-style-type: none"> ■ Free advertorial case study, LEED spec sheet or company profile across from full-page advertisers 	<p>AHR Expo (ASHRAE), Jan. 23-25, Orlando</p> <p>ISSA, Feb. 21, Bonita Springs</p> <p>IRE-NRCA, Feb. 22-24, Orlando</p> <p>Building Energy-NESEA, Mar. 6-8, Boston</p> <p>GlobalCon, Mar. 7-8, Atlantic City</p>
<p>Mar/April</p> <p>Editorial Deadline: 1/1 Ad close: 2/8 Materials close: 2/16</p>	<ul style="list-style-type: none"> >> Healthcare Facilities >> K-12 Educational Facilities >> Green Cleaning 	<ul style="list-style-type: none"> <input type="checkbox"/> Water Conservation <input type="checkbox"/> Flooring <input type="checkbox"/> Lighting 	<ul style="list-style-type: none"> ■ Information Showcase ■ Webinar: Green Schools ■ Online Product Profile 	<p>NFM&T GreenTech, Mar. 13-15, London</p> <p>Light & Build, April 15-20, Germany</p> <p>West Coast EMC, Apr. 30-May 2, Australia</p> <p>Lightfair, May 9-11, Las Vegas</p>
<p>May/June</p> <p>Editorial Deadline: 3/1 Ad close: 4/9 Materials close: 4/17</p>	<ul style="list-style-type: none"> >> Sustainable Flooring >> Commercial Interiors >> Building Controls and Lighting 	<ul style="list-style-type: none"> <input type="checkbox"/> Renewable Energy <input type="checkbox"/> Lavatory Products <input type="checkbox"/> Roofing <input type="checkbox"/> Sustainable Office Products 	<ul style="list-style-type: none"> ■ Free Ad Score Study for half-page or larger (May/June advertisers) 	<p>ASES Solar, May 14-19, Denver</p> <p>BOMA, June 24-26, Seattle</p>
<p>July/Aug</p> <p>Editorial Deadline: 5/1 Ad close: 6/11 Materials close: 6/19</p>	<p>LEED-EB Edition</p> <ul style="list-style-type: none"> >> Multifamily Facility Management 	<ul style="list-style-type: none"> <input type="checkbox"/> Building Controls & Power Management <input type="checkbox"/> Paint and Coatings <input type="checkbox"/> Appliances 	<p>LEED Issue</p> <ul style="list-style-type: none"> ■ LEED Information Showcase ■ Webinar: LEED-EB 	 
<p>Sept/Oct</p> <p>Editorial Deadline: 7/1 Ad close: 8/8 Materials close: 8/16</p> <p>5th Anniversary Issue</p>	<ul style="list-style-type: none"> >> Colleges and Universities >> Tenant Improvements, Renovations and Retrofits >> Energy and Power Management 	<ul style="list-style-type: none"> <input type="checkbox"/> Data Center Products <input type="checkbox"/> Energy Metering <input type="checkbox"/> Software & Web-Based Tools <input type="checkbox"/> Ventilation 	<p>Greenbuild Show Issue</p> <ul style="list-style-type: none"> ■ The Green Product Buzz Guide  <ul style="list-style-type: none"> ■ 5 ads for \$5,000 	<p>Facility Decisions, TBD</p> <p>Healthcare Facilities Symposium, TBD</p> <p>IFMA World Workplace, Oct. 31-Nov. 2, San Antonio</p> <p>Greenbuild, Nov. 14-16, San Francisco</p>
<p>Nov/Dec</p> <p>Editorial Deadline: 10/1 Ad close: 11/06 Materials close: 11/14</p>	<p>2013 GREENbook product directory + resource guide.</p> <ul style="list-style-type: none"> >> Government and Federal Initiatives >> Building Controls, Automation and Technology >> Data Centers >> Hospitality and Retail 	<ul style="list-style-type: none"> <input type="checkbox"/> Alternative Energy <input type="checkbox"/> Plumbing and Mechanical Systems <input type="checkbox"/> Windows and Doors <input type="checkbox"/> Readers' Choice Award Winners 	<ul style="list-style-type: none"> ■ The Greenbook listings 	<p>WEEC, TBD</p> 

Please include a signed copy of this release form with your feature or column submission(s) giving *ED+C* and/or *SF* permission to publish your materials (content and artwork).

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