JOIN OUR GREEN BUILDING COMMUNITY!

Everything we do—including builder training, consumer engagement, custom content generation, content marketing, demonstration projects, events, and market intelligence—contributes to our mission of enhancing the sustainability of the built environment.
WE’VE BEEN HERE **THE WHOLE TIME**

**We Are the Center of the Green Universe**

Founded in 2005, Green Builder® Media is North America’s leading media company focused on green building, sustainable living, and responsible growth. We are the go-to resource for millions of early adopter building professionals and consumers who are committed to sustainable living.

**Green Is Here to Stay—And Grow!**

95.9% of our readers claim that Sustainable/Green Construction is mainstream! Of those, the largest cohort of home buyers—Millennials—are demanding green homes. Do you know which green products, systems, and amenities to offer and how to market them? We do. Join our community and tap in!

**What We Do**

Data + Content Generation + Promotion = Success

Who We Reach .......................... 6
COGNITION Smart Data .................. 7
Content Marketing +
Custom Content Creation .......... 10
Digital Campaigns .................. 11
Lead Nurturing ....................... 11
Green Builder Magazine .......... 14
VISION House Series of
Demonstration Projects .......... 15
VISION House Micro Projects ... 16
Housing 2.0 ..................... 17
Millennial Impact Campaign:
Today’s Homeowner .......... 18
**WHAT’S OUR INDUSTRY IMPACT?**

Green Builder Media’s mission is to effect meaningful, positive change for a better world. As advocates for sustainability, we provide mind-expanding information that catalyzes and inspires commitment to sustainable living.

We have facilitated market transformation through the following accomplishments:

- **18** Years on the Front Lines of Green Building
- **392** Award Winning Homes Featured
- **1,067** Green Builder Magazine pages devoted to sustainable living
- **2,890** Residential Sustainability Related Blogs
- **1,634** Top Green Products Features
- **17** VISION House Demonstration Projects
- **9** Years in a row voted best Trade Publication
JOIN OUR GREEN COMMUNITY—AND SOAR

Our partners and clients are advantaged by the sheer depth and breadth of our services. Here is a breakdown that shows how our existing clients engage with us:

- **85%** COGNITION
  - Smart Data

- **84%** Content Marketing and Custom Content Creation

- **79%** Digital and Social Media

- **71%** Print Advertising

- **62%** VISION House Projects

- **54%** Builder Training and Education

- **52%** Consumer Engagement
WHO WE REACH

Our audience is comprised of building professionals and homeowners that are dedicated to green building and sustainable living. They are progressive thinkers, early adopters, and influencers in their communities.

They make purchasing decisions based on quality and performance—they are less price sensitive than mainstream buyers. They have an inherent ethic of sustainability—96% believe that sustainability is extremely important or very important when making purchase decisions.

Print: 91,000 subscribers
Online: 200,000+ unique monthly interactions
Social Media: 565,000 unique monthly interactions

Breakdown of trade readership: 200,000+
- 55% builders, developers, and contractors
- 30% architects and designers
- 10% code officials and energy raters
- 5% city planners

Aggregated Consumer Reach: Million+
- Fastest growing portion of consumer audience is Millennials and Gen Zs
- Committed to sustainability
- Report that healthy home is as important as location when making home buying decisions
- Report that corporate sustainability and ESG is the most important purchase driver when buying products for their homes

Sustainability priorities for Trade audience:
- Net Zero and electrification 83.4%
- Healthy Home 81.6%
- Resiliency 66.7%
- Connected Living 62.2%

Number of annual projects for Trade readers:
- 1 – 10 35.9%
- 11 – 25 16.4%
- 26 - 100 21.0%
- 101+ 26.7%

Building activities involved in:
- 78% New residential construction
- 32% New commercial construction
- 79% Remodeling/Retrofit
WHY ARE WE INDISPENSABLE? **DATA, DATA, DATA**

Get the information you need to market your product or service with COGNITION Smart Data. COGNITION is proprietary market intelligence that you can’t get anywhere else, offering deep vertical insights into building professional preferences, consumer purchase drivers and behavioral patterns, and topics like decarbonization, net zero everything, healthy homes, resiliency, and much more.

**Millennial Home and Lifestyle Preferences**

- State of Sustainable Living
- Alternative Building Systems
- Outdoor Living
- Healthy Indoor Air
- Green Product Adoption

**Kitchen Design Trends**

- Green Remodeling
- Smart Home Adoption
- Net Zero Building
- Water Conservation
COGNITION SMART DATA

OUR GLOBAL MARKET INTELLIGENCE DIVISION

COGNITION Smart Data, Green Builder Media’s pioneering suite of market intelligence and data services, uses cutting-edge cognitive learning technology to generate insights into behavioral patterns, purchase drivers, sentiment, and innovations that are transforming markets.

COGNITION enables clients to make more informed business decisions, yielding specific deliverables and tangible results. COGNITION offers a definitive competitive advantage by empowering companies to stay a step ahead of their competitors.

Contact your Green Builder representative for a COGNITION Smart Data demo.
WHAT COGNITION SMART DATA CAN DO FOR YOU

TRACK ESSENTIAL KEY MARKET INFORMATION TO INFORM DECISIONS

- Acquire data customized to your needs about market trends, codes, and building requirements: water, energy efficiency, renewables, building performance, enabling technology

CAPTURE IMPORTANT DATA ABOUT CUSTOMER PURCHASING PATTERNS

- Access leading indicators and predictive analysis
- Identify expansion opportunities: geographic markets and audience segments

EXPLORE CUSTOMER BEHAVIORAL PATTERNS AND ENGAGEMENT TRENDS

INFLUENCE DECISION MAKING WITHIN AUDIENCE SEGMENTS

- Impact purchase decisions
- Enhance ongoing relationship with audience segments for augmented engagement

Click here to learn more about COGNITION Smart Data

KEY SUSTAINABILITY TOPICS

GENERATIONAL MARKETING (MILLENNIALS, GEN X, ETC.)

BRAND POSITIONING & COMPETITIVE ANALYSIS

ESG & CORPORATE CONSULTING
GREEN BUILDER MEDIA ESG CONSULTING SERVICES

Green Builder Media helps companies understand the ESG issues and opportunities that are most relevant to their business. By analyzing existing business practices, policies, metrics, and engagements, we help clients objectively assess their strengths and weaknesses.

We also help clients determine ESG goals and opportunities to increase revenues, enhance customer engagement, augment corporate resilience, lower cost of capital, and bolster competitive positioning.

Our success has been reflected in the strengthening of our clients’ ESG strategies, brand positioning, and customer approval, as well as their ability to mitigate climate risk, address social justice issues, and develop equitable governance practices.

OUR ESG ADVISORY SERVICES INCLUDE:

- Materiality Assessment
- Status Report
- Goal Setting and Strategic Planning
- Gap Analysis
- ESG Roadmap
- Performance Indicators
- Progress Monitoring and Reporting
**CONTENT MARKETING**

Content creation is what we do. We know the market and can partner with you to engage your target audiences! Our award-winning editorial team will create valuable and relevant custom content targeted to your defined goals and audiences. The content will then be promoted across our channels through an integrated campaign using analytics to optimize the results.

Now, in conjunction with COGNITION Smart Data, we have amplified our market analytics to optimize campaigns, generate leads, and nurture those leads.

Contact your Green Builder representative to discuss how a content campaign can fulfill your objectives.

**100% SOV: Custom Content Campaigns**
- Articles
- Videos
- Blogs
- Advertorials
- Tik Tok Videos
- Ebooks
- Webinars
- Case Studies

**Partnering on a content marketing campaign with Green Builder Media will help you:**
- **CRAFT A CONTENT STRATEGY** based on your objectives
- **DISCOVER CRITICAL BUYER INSIGHTS** to optimize messaging for your target audiences
- **LEVERAGE OUR RELATIONSHIPS WITH INDUSTRY INFLUENCERS** to broadcast your message
- **ELEVATE YOUR COMPANY AND POSITION YOUR BRAND** as a thought leader
- **USE INTEGRATED MEDIA** to implement efficient campaigns and augment activity
- **OPTIMIZE ENGAGEMENT through analyzing metadata and campaign activity**
DIGITAL CAMPAIGNS

Our custom digital offerings have proven lead generation success metrics, effectively helping our partners reach their marketing goals. Campaign efficacy is optimized by identifying your target audiences based on their areas of interests and psychographics, not just job classification. Campaigns are executed through our content market platform, where we target your messaging to the most relevant readers.

LEAD NURTURING

Our team can nurture leads generated through our campaigns to move them to the top of your sales funnel. Our sophisticated content marketing platform allows for:

◆ Targeted outreach
◆ Multiple touches with progressive content
◆ CTAs to better qualify leads
◆ Lead scoring
◆ Deliver actionable leads for your sales team!

Video Launch Package

- Zoom-style interview with GBM team member
  - (recorded and edited by GBM staff)
  - Questions predetermined prior to call
  - Product b-roll footage or images added to video
- Video promoted as a blog and through GBM channels

Custom Webinar

- Webinar hosted by Green Builder Media team member
  - Completely turnkey – platform, moderator and promotion
  - Ability for viewers to engage and ask questions to sponsor’s expert
  - All registrants become leads for sponsor
- Extensive promotion through GBM channels

OUR DIGITAL OFFERINGS INCLUDE:

- Content marketing campaigns
- Lead generation and nurturing campaigns
- RSS feeds – targeted distribution
- Ebooks
- Newsletters
- Webinars
- Videos
- Product Giveaways

Click here for our Digital rates and specs

For mobile professionals on the go, in the shop or the road, the Bosch 18V Power Ready Wireless Charging System virtually eliminates dead batteries. Simply set the drill/driver (battery and all) on the charger pad to start charging. Users can wall- or shelf-mount for quick and convenient tool charging and storage virtually anywhere.

Highlights:

■ Battery charging anytime, anywhere
■ 18V wireless charging system eliminates the need for multiple power tool batteries
■ Increased productivity knowing you're always power ready
■ Charge with battery on tool or off
■ Charge the battery where you store it

For more information, please visit: www.greenbuildermedia.com
GET SOCIAL WITH US!

It is only natural that Green Builder Media’s decades as a print, digital, and in-person powerhouse would seamlessly expand into all the exciting media channels that have emerged over the past five years. We’ve been the source of green information since 2005—as the media world evolves, we are poised to take advantage of new technologies and opportunities.

We have long maintained a robust Facebook, Twitter, Pinterest, and YouTube presence, and 2023 will herald exponential growth in those stalwart vehicles. In addition, we are focused on growing other popular platforms like Tiktok and Instagram.

But instead of telling you about our successful, creative social media engagement, let us show you: Click on the campaigns below to see how we can help your company harness the power (and fun) of social media.

WANT TO GIVE AWAY?

We make contests and sweepstakes a snap. Get hot leads, demographic data, and lots of buzz for your brand with our custom giveaway programs.

WHO FELL IN LOVE WITH NATURE? (THOUSANDS OF TIKTOKERS!)

We asked people what they were doing to help the planet, and the responses came in by the thousands! We got tons of video footage to use in our campaigns as well as demographic information from entrants. And awesome Monarch butterfly fan, Stevens Nehme, netted (no pun intended) a $1,000 REI gift card for his video efforts.
GOT FRINGE?
We excel at social posts that get the facts out on your company or products—posts that hew to your corporate messaging. But we also like to push the envelope on coverage of alternative or fringe ideas that may tie more loosely to a category but have the potential to get noticed and go viral. Like, say, this one about Earthship architecture or our poking fun at internet trolls that get the facts wrong on new technologies.

HOW DO YOU (REALLY) FEEL?
We chronically, constantly, relentlessly (and perhaps annoyingly) create and promote surveys, charrettes, focus groups, and leadership gatherings—all in the name of learning absolutely all we can about what consumers want in their green houses and lifestyles. And we share that data with you. Want custom data? We do that, too.

WANT TO FOLLOW THE LEADER?
Our very own CEO, Sara Gutterman, has staked a leadership position on social media, further amplifying Green Builder Media’s social presence. We follow her! Thought leaders follow her! You should follow her! … and let’s all meet up in the future on a cleaner, greener planet.
GREEN BUILDER MAGAZINE

GREEN BUILDER MAGAZINE is the nation’s leading publication focused on high-performance, sustainable housing and technology. Each issue of Green Builder magazine highlights a key topic that is impacting the industry. Those topics are propagated across multiple media platforms—print, digital, and social—with native advertising opportunities that highlight messaging from our partners, sponsors, and advertisers.

Sustainable living is the sweet spot of the housing market!

OUR FOCUS IS ON BUILDING BETTER HOMES. Consumers are demanding healthier, more resilient, higher performing homes. Building professionals look to Green Builder to understand and meet their demands.

GREEN BUILDER MAGAZINE covers essential market trends and topics that impact home comfort, performance, efficiency, intelligence, and health. These are presented in tandem with consumer and pro market insights from our market intelligence platform COGNITION Smart Data.

PRINT is alive and well, and we have the numbers—and the awards—to prove it! 88% in recent reader survey stated they rely on magazines for information on new products and solutions. Green Builder magazine has been awarded best trade publication by NAREE every year since 2012!

Click here for our latest issue
Click here for our Magazine rates and specs
VISION HOUSE SERIES

GREEN BUILDER MEDIA’S VISION House® projects educate professionals and consumers about advanced products, technologies, and solutions. We partner with industry influencers to tap into their knowledge as well as their followers. Our VISION Houses are not just beautiful, they are also pioneering, highlighting leading-edge solutions that make them the most sustainable projects on the market.

Each project is unique and beautiful, tackling the top issues and trends in building:
- Home performance
- Health & wellness
- Water conservation
- Connected living
- Renewable energy
- Decarbonization
- Electrification

Click here to see our current and past projects

OTHER VISION HOUSE SERIES PROJECTS

Green Builder Media’s branded line of prefab homes and communities, powered by Dvele
VISION HOUSE® MICRO PROJECTS

Offering Ultra-Targeted Product Marketing

Our VISION House projects are sophisticated, complex demonstration houses and communities that highlight how high-performance products and building technologies dovetail to create durable, energy-efficient, and beautiful homes.

In 2022, we expanded our VISION House options with VISION House Micro Projects. Instead of whole-house projects, these are product vignettes that get your product into the hands of influencer homeowners resulting in wide-ranging coverage in social media channels as well as in traditional outlets provided by the VISION House series.

HOW DOES IT WORK? We identify a consumer influencer who has expressed a key element of their home or lifestyle they would like to improve – energy efficiency, electrification, indoor health, resiliency, outdoor living space, circadian lighting, etc. We’ll coordinate the project details and logistics, highlighting your product as a solution for a key challenge! We also work with building professional influencers to showcase sustainable design and building best practices and highlight cutting edge products.

ADVANTAGES OF THIS PROGRAM

- Tighter-timeline rollout process means faster-to-market branding opportunity.
- Spotlight on specific product versus an entire house.
- Custom blogs, videos, and case studies for distribution through Green Builder Media’s channels that you can use for your marketing purposes.
- Testimonials from influential consumers and building professionals.

• Access to user feedback and testimonials.
• Influencer attention and reach, particularly among Millennial and Gen Z home buyers.
• Real-time data and feedback about your product’s performance.

Contact your Green Builder Representative so we can match your solution to a professional and consumer influencer!
Better Housing at a Fraction of the Cost

Housing 2.0 (H2.0) returns for a third year with more in-person events, custom content, and builder engagement. In 2021, Green Builder Media joined forces with building industry influencer Sam Rashkin to create a comprehensive program that educates building professionals about how they can optimize for the massive disruption taking place in the housing sector. H2.0 is helping builders understand how to build higher performance, healthier, more sustainable homes at a fraction of the cost and how to sell the value to consumers.

ABOUT SAM RASHKIN
Sam’s new book, “A Builder’s Guide to Disruption” helps builders prepare for housing industry changes looming ahead. Sam has brought lessons to hundreds of housing executives across the country with workshops and collaborative meetings. Sam is also known for his accomplishments as national director of voluntary labeling programs that led to over 2 million certified high-performance ENERGYSTAR and Zero Energy Ready Homes.

Click here to learn more about Housing 2.0
MILLENNIAL IMPACT CAMPAIGN

Millennials and older Gen Zs are now the most influential and motivated homebuyers. They want smart, healthy homes where they can work, live and play. In response, Green Builder Media has developed the Millennial Impact Campaign, a comprehensive multi-platform program targeted at this important audience segment. This activation delivers essential information about the homebuying process, sustainable housing, financing options, and green living.

Next Generation Influencer Group

Through this campaign, Green Builder Media has cultivated a meaningful relationship with a powerful group of Millennial influencers, our Next Generation Influencer Group, who are actively participating in ongoing networking sessions. Don’t miss this unique opportunity to hear what’s on the minds of Millennials directly from the source!

Social, Social, Social!

Green Builder Media works with Millennial social media influencers to expand our reach, disseminate custom content, and leverage established, personalities who use their online presence to advocate for sustainable practices. This growing group of “Eco Bloggers” has a substantial following on channels like YouTube, Instagram, Facebook, Pinterest and Twitter.

CONNECT WITH MILLENNIALS THROUGH:

- ULTIMATE HOMEBUYING GUIDE downloadable eBook and two-part video series
- ‘HOW-TO’ VIDEOS with subject matter experts focused on green building topics
- SUSTAINABLE + SAVVY VIDEO SERIES with Millennial influencers highlighting sustainable and healthy living ideas
- ONGOING CUSTOM CONTENT to help Millennials understand their home buying and ownership options
- SPONSOR-FOCUSED CONTENT generated in collaboration with Green Builder Media specifically targeted at this audience segment
- GREEN BUILDER THREE-PART MAGAZINE SERIES “PATHWAYS: FROM RENTER TO OWNER”
- VIRTUAL NETWORKING EVENTS with Millennials
- MILLENNIAL INFLUENCER INTERVIEWS
- ONGOING ENGAGEMENT through Millennial focus groups, surveys and cause committees
- COGNITION Smart Data business and market INSIGHTS REPORTS
CODEWATCHER

CodeWatcher is the only industry program devoted to covering building codes and educating the industry to make sure today’s houses are safe, energy efficient, and resilient. A one-stop resource to stay apprised of rapidly changing codes, regulations, and programs, this title offers subscribers information on overall code trends, regional code changes, new regulations and safety issues, green programs and rating systems, and much more.

CodeWatcher is helping building professionals get out ahead of mandates that will impact their bottom line.

CODEWATCHER TOPIC AREAS

- Building and energy code updates
- Updates to green programs
- News from major players in the code arena, including ICC, IAPMO, NAIMA, NFPA, and others
- Resilient housing and natural disaster-proof building
- High-performance building products and practices that get homes ahead of codes
- Building product manufacturer updates on products and best practices that help builders exceed code requirements efficiently
- Resilient housing and natural disaster-proof building
- High-performance building products and practices that get homes ahead of codes
- Building product manufacturer updates on products and best practices that help builders exceed code requirements efficiently
- Resilience and sustainability in building practices
- Green programs and rating systems
- Code and city officials who shape and determine codes
- Consumers who need to understand how codes impact their home’s durability, safety, and future value

Click here to visit Code Watcher.
## GBM 2023 Editorial Calendar

<table>
<thead>
<tr>
<th>Theme</th>
<th>JANUARY/FEBRUARY</th>
<th>MARCH/APRIL</th>
<th>MAY/JUNE</th>
<th>JULY/AUGUST</th>
<th>SEPTEMBER/OCTOBER</th>
<th>NOVEMBER/DECEMBER</th>
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</thead>
<tbody>
<tr>
<td>Theme</td>
<td>Green Home of the Year Awards, and The Green Builder Sustainability Awards</td>
<td>The Sustainable Products of the Year Awards and the Sustainable Brand Leaders with special recognition for products with extreme heat applications</td>
<td>Housing and the Grid: Embracing Co-Dependency</td>
<td>Eco-Leaders</td>
<td>Annual Building Science Anthology</td>
<td>State of the Industry</td>
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<tr>
<td>Product Focus</td>
<td>Smart irrigation, leak detectors and tools to address hidden water wasters</td>
<td>Durable cool roofing alternatives</td>
<td>Ventilation and Indoor Air Quality</td>
<td>Smart panels and advanced management of electric loads</td>
<td>Combining geothermal and solar tech for ultimate resilience</td>
<td>Solar-powered air conditioners and heat pumps</td>
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# GBM 2023 NATIVE ADVERTISING PACKAGES

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<td>GENERATIONAL MARKETING</td>
<td>OUTDOOR LIVING</td>
<td>HEALTHY HOMES</td>
<td>DECARBONIZATION</td>
<td>NET ZERO EVERYTHING + ALL-ELECTRIC HOME</td>
<td>STATE OF THE INDUSTRY + 2024 FORECAST</td>
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<tr>
<td>Webinar</td>
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<tr>
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<td>· Leads from all report downloads</td>
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<tr>
<td>· Presentation of data/trends to your team</td>
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<td>Webinar:</td>
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<td>· Leads from all webinar registrants</td>
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# Cognition Smart Data Packages 2023 Rates

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<tr>
<th>Service Description</th>
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<th>Executive Package $30,000</th>
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<td>Business Insights Report—for internal purposes</td>
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<tr>
<td>Market Report—for external distribution, includes promotion and CTA lead generation</td>
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<td>Custom survey questions</td>
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<td>Monthly Insight Snapshots</td>
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<td>Distribution of Cognition Market Insights to national media for earned PR</td>
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<tr>
<td>Custom blog to highlight Cognition findings</td>
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<td>2</td>
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<td>Custom webinar to highlight Cognition findings</td>
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<tr>
<td>Inclusion in all content creation and promotional materials associated with package</td>
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<td>Access to all leads associated with this package</td>
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<tr>
<td>Meetings with Green Builder Media executives to analyze Cognition insights</td>
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<td>2</td>
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</table>

**Custom Cognition Reports $10,000**
Discounts for multiple customer reports
### DIGITAL 2023 RATES & SPECS

<table>
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<tr>
<th>Product</th>
<th>Price (net)</th>
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<td></td>
<td></td>
<td>The leading source for original insights, thought leadership content, product information and breaking news on sustainable living.</td>
<td></td>
</tr>
<tr>
<td>• ROS Banners</td>
<td>$85/CPM</td>
<td>min 10K/ month</td>
<td>600 x 417 pixels</td>
<td>Our website is mobile compatible, so we do not have a separate mobile site. We do not accept flash ads for this reason.</td>
<td>static or animated image file</td>
</tr>
<tr>
<td>• Leaderboard</td>
<td>$4,000/month</td>
<td>fixed rate</td>
<td>728x90 pixels</td>
<td>Fixed, non-rotating position.</td>
<td>jpg, static or animated .gif</td>
</tr>
<tr>
<td>Vantage e-newsletter</td>
<td>Sustainable Living news, trends, and insight</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Banner</td>
<td>$3,000</td>
<td>per insertion</td>
<td>600 x 417 pixels</td>
<td>Reach an engaged, target audience of over 30,000 subscribers.</td>
<td>static or animated image file</td>
</tr>
<tr>
<td>Issue announcement</td>
<td></td>
<td></td>
<td></td>
<td>Your logo on magazine issue announcement plus opposite the cover on the magazine’s digital edition. This issue brought to you by __________________.</td>
<td></td>
</tr>
<tr>
<td>• Logo</td>
<td>$2,000</td>
<td>one per month</td>
<td>Logo should be a vector .eps file</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade show e-newsletter</td>
<td>$2,000 net</td>
<td>per insertion</td>
<td>Product image should be a vector .eps file, 90 words of text, booth number</td>
<td>Sent prior to key industry trade shows – IBS/KBIS, PCBC and Greenbuild – this is a great way to drive booth traffic and generate product exposure.</td>
<td></td>
</tr>
<tr>
<td>Custom eblast</td>
<td>$7,500</td>
<td>per eblast</td>
<td>You provide the content and images, we produce the email</td>
<td>Eblast offers 100% share of voice and is effective for driving traffic. Images should be vector .eps files. HTML files not preferred.</td>
<td></td>
</tr>
</tbody>
</table>

**CUSTOM PUBLISHING RATES:**
- Blog – $5,000
- Article – $10,000
- Webinar – $15,000
- Case Study – $10,000
- Infographic – $7,500
- CEU Course – Pricing on request
GREEN BUILDER MAGAZINE 2023 RATES & SPECS

High-resolution digital files are required. Color files must be a minimum of 300 dpi at 100% of size. Do not downsample or compress images and graphics. Files must be composite CMYK, with all images and fonts embedded.

Files must meet SWOP standards, and Green Builder magazine prefers PDF/X-1 or PDF/X-1a file formats, using Adobe Acrobat Distiller version 3.0 or higher. Vital matter on bleed advertisements must be kept at least .25” from image edge. Bleed trim is .125” on all sides.

We suggest you keep live matter .25” from trim and .375” from gutter. Crop, trim marks, and color bars should be offset by .125” so that they do not extend into the bleed or live area.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price (net)</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (bleed)</td>
<td>916,680</td>
<td>per insertion</td>
</tr>
<tr>
<td>1/2 page (bleed)</td>
<td>98,900</td>
<td>per insertion</td>
</tr>
<tr>
<td>Spread</td>
<td>924,100</td>
<td>per insertion</td>
</tr>
<tr>
<td>Cover 4</td>
<td>918,300</td>
<td>per insertion</td>
</tr>
</tbody>
</table>

**HIGH IMPACT AD UNITS**

| 3-page gatefold       | 524,000     | per insertion |
| Cover giveaway        | 912,500     | per program   |

What Makes It Green 912,000

Illustrated advertorial that demonstrates the green aspects of your products.

**AD DIMENSIONS - BLEED**

<table>
<thead>
<tr>
<th>Bleed</th>
<th>width x height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (bleed)</td>
<td>9.25” w x 11.25” h</td>
</tr>
<tr>
<td>Full page (trim)</td>
<td>9” w x 10.875” h</td>
</tr>
<tr>
<td>2-page spread (bleed)</td>
<td>11.25” w x 11.25” h</td>
</tr>
<tr>
<td>2-page spread (trim)</td>
<td>11” w x 10.875” h</td>
</tr>
<tr>
<td>1/2-page spread (bleed)</td>
<td>5.625” w x 11.25” h</td>
</tr>
<tr>
<td>1/2-page spread (trim)</td>
<td>5.375” w x 10.875” h</td>
</tr>
<tr>
<td>1/2-page horizontal (bleed)</td>
<td>5.625” w x 6.625” h</td>
</tr>
<tr>
<td>1/2-page horizontal (trim)</td>
<td>5.375” w x 6.375” h</td>
</tr>
<tr>
<td>1/2-page vertical (bleed)</td>
<td>3.75” w x 11.25” h</td>
</tr>
<tr>
<td>1/2-page vertical (trim)</td>
<td>3.75” w x 10.875” h</td>
</tr>
</tbody>
</table>

**AD DIMENSIONS - NON BLEED**

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>width x height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (non-bleed)</td>
<td>7.75” w x 10” h</td>
</tr>
<tr>
<td>1/2-page horizontal (non-bleed)</td>
<td>7.75” w x 4.625” h</td>
</tr>
<tr>
<td>1/2-page vertical (non-bleed)</td>
<td>3.75” w x 10” h</td>
</tr>
</tbody>
</table>
KEY CONTACTS

Sara Gutterman
CEO
sara.gutterman@greenbuildermedia.com
303-246-8890

Craig Coale
Publisher / VP of Sales
craig.coale@greenbuildermedia.com
612-344-9754

Cati O’Keefe
Chief Development Officer
cati.okeefe@greenbuildermedia.com
513-532-0185

Matt Power
Editor-in-Chief
matt.power@greenbuildermedia.com
207-619-2713

Ron Jones
President
ron.jones@greenbuildermedia.com
970-944-0115

Samantha Carlin
Special Projects Manager
samantha.carlin@greenbuildermedia.com
630-518-0511

Kabria Cummings
Design Director
kabria.cummings@greenbuildermedia.com

Coye Burns
Social Media Manager
coye.burns@greenbuildermedia.com

Hannah Judson
Director of Finance
hannah.judson@greenbuildermedia.com
970-396-6483

Mary Kestner
Production Manager
mary.kestner@greenbuildermedia.com

Zhanya Altamirano
Social Media & Influencer Program Manager
zhanya.altamirano@greenbuildermedia.com

Ron Frederick
Automotive Advertising Specialist
ron@focusmm.net
586-808-3478

Cati O’Keefe
Chief Development Officer
matt.power@greenbuildermedia.com
207-619-2713

Mary Kestner
Production Manager
mary.kestner@greenbuildermedia.com

Ron Frederick
Automotive Advertising Specialist
ron@focusmm.net
586-808-3478