

# Northwest EcoBuilding Guild 2010

# Green Pages

## Advertising Kit

www.ecobuilding.org

### The Local Green Building Professional Resource Tool!

The *Green Pages* are established as “the” resource tool for consumers and professionals looking for experienced sustainable building experts and initiates committed to deep green homes and communities. Be a part with your listing and display ad.

- Regional Sections – Place your listing and ad in front of your local area customers! The Directory is divided into Regional Sections to highlight your Chapter Members!
- Color Display Ads catch your customer’s eye at affordable prices.



**Architects + Designers + Decorative Wall Finishes & Plastering + Engineers**

#### In this Advertising Kit:

- Targeted Distribution .....p. 2
- “Gonna Get My Picture on the Cover” ....p. 2
- Display Ad Information and Pricing .....p. 3
- Advertising Guidelines .....p. 3
- 2010 Display Ad Order Form .....p. 5

#### Membership has Privileges:

Free Listing for Professional Members  
Confirm your membership and listing online today.

#### Affordable advertising is your best member benefit

The Green Pages offer affordable advertising rates below comparable market value to further our mission and promote your sustainable business. Simply the best value and return for your advertising money.

**Building Contractors + Remodeling + Renewable Energy + Green Building Programs**



#### Be a Green Pages Sponsor or Supporter to Get Noticed

Check out the membership/advertising package opportunities and benefits that will get you noticed on page 3

#### You Can Get More Customers!

**Advertise Today!**  
Amplify your listing

[Purchase a Display Ad Today!](#)

**Building Material Suppliers + Landscaping & Permaculture + Real Estate Professionals**

#### 2009 Green Pages Sponsors



#### 2010 Green Pages Deadlines

##### December 31, 2009

Membership and Listing Must Be Established and Current  
Deadline for New Members being included automatically!  
Late fee will apply for new requests after deadline

##### January 31, 2010

Completed Order Form and Payment for Display Ad  
Deadline for New Display Ad Orders  
Late fee will apply for new requests after deadline

## 2010 Green Pages

### Connect to Your Local Market with Your Green Pages Ads

Member Listings are divided into Regional Sections to make the Green Pages easy to use. Advertise in your Region!

- Connect in your local area!  
Link your company and your service to consumers near you who are looking for green building and sustainable professionals, services, and products.
- Make networking easier!  
Assemble qualified teams in your area to capture your share of the growing green market.
- Promote your company in the NW!  
Purchase ads and additional listings in additional Regional Sections to reach the broadest market.

### Targeted Distribution brings your ad directly to your customer

Local distribution and promotion brings the Green Pages to your area.

The *Green Pages* are distributed directly to your target audience at key regional green building events festivals and forums all year long:

Earth Day Events    Green Building Workshops    Home Shows  
Remodeler Shows and Events    Directly to Members  
Monthly Chapter meetings    Chapter-sponsored events

The *Green Pages* are distributed near you at targeted point-of-sale and local community resource locations, including local green building suppliers, such as the EcoHaus in Seattle, and Portland, The EverGreen Depot in Olympia, and EcoDepot in Spokane.

Your ads and listing are also available to everyone connected to the Internet as our downloadable Green Pages PDF directory is quickly becoming the resource of choice with the ever increasing number of PDF downloads exponentially increasing our distribution.

### Basic and Enhanced Membership Listing Options and Benefits

#### All Professional Members Have the Opportunity to Receive a FREE Multi-Media Listing in the NWEBG Green Pages

*Your Professional Guild membership must be current as of  
January 1, 2010  
to be automatically included in the 2010 edition.  
(additional fees will apply after this deadline)*

**Basic Professional members**  
receive a Basic Listing  
under one category

Basic Listings include  
your contact information:

- ◆ Company and contact name
- ◆ Phone, e-mail, and website

**All other Professional members**  
receive a Basic Listing under  
three categories, and  
a 75-word Description printed  
with your Primary Category

**Don't be left out!**  
**Confirm your membership  
today at EcoBuilding.org!**

Your listing is free,  
but not automatic.

Make sure you choose to be included  
**Set up your listing today!**

Sample Listing with Description

#### **Sunshine Construction, LLC**

**206-782-4619**

Jon Alexander  
8709 Forest Hill Place NW  
Seattle, WA 98117-3938  
ph2: 206-782-4619  
e-mail: jonalex315@aol.com  
General contractor with 23 years  
experience primarily with residential  
remodels, additions and new  
construction. Sunshine Construction  
specializes in environmental building,  
which includes: constructing healthy  
homes with low-toxic materials and  
good ventilation systems; using recycled  
content and other resource efficient  
materials; building highly energy-  
efficient structures; and  
reducing/recycling project waste during  
the process of construction. Certified  
Built Green® verifier for 4th & 5th Star  
Homes in Seattle area.  
We also do consulting.

### "Gonna Get My Picture on the Cover"

#### Cover Photo Submittals Needed for the 2010 Green Pages!

Send us your photos for the cover,  
inserts, or project page

Every year, Guild members have the  
opportunity to showcase their work by  
submitting photos for the cover.

Also, Guild member projects are featured as  
inserts or in a project page, as space allows.

Is 2010 the year for your project  
to get recognized?

Contact the Green Pages Coordinator by email  
at [greenpages@ecobuilding.org](mailto:greenpages@ecobuilding.org) or by phone at  
425-670-1342 to determine the best way to  
submit your photos and articles for  
consideration.

#### Write an Article about Your Green Building Success

Feature articles bring green building to life by  
demonstrating green building concepts,  
services, products, or projects..

#### What can you contribute to our content pages?

Submit your article for consideration  
to the Green Pages Coordinator at  
[greenpages@ecobuilding.org](mailto:greenpages@ecobuilding.org).

**Make sustainable choices with your advertising dollars**

# 2010 Green Pages Membership and Package Options

**Best Marketing Value**

<p><b>Green Pages Supporter</b>  <b>Starting at \$950.00</b>                  Receives the premium benefits of a Large Business membership, <u>PLUS these Advertising enhancements</u></p> <p><b>Half-Page ad – one-color</b></p> <ul style="list-style-type: none"> <li>◆ Priority placement for greater exposure</li> <li>◆ Upgrade to a four-color ad is available (at additional cost)</li> </ul> <p><b>Your Company Logo</b> will be prominently displayed on a Green Pages reference page.</p> <ul style="list-style-type: none"> <li>◆ Your logo could get the spotlight on the Table of Contents, Guild-at-a-Glance, or Resource Page (to be determined by the Green Pages Team)</li> </ul> <p><b>Your Supporter status</b> will be displayed along with your company or project logo in open spaces throughout the 2010 Green Pages as space permits (at least one guaranteed).</p>	<p><b>Green Pages Sponsor</b>  <b>Starting at \$1,550.00</b>                  Receives the premium benefits of a Large Business membership, <u>PLUS these Advertising enhancements</u></p> <p><b>The Sponsor Page (Full Page, Four-Color Display Ad)</b></p> <ul style="list-style-type: none"> <li>◆ Priority placement of your Sponsor Page showcases your commitment to Sustainable Building!</li> </ul> <p><b>Green Pages Sponsors</b> can customize their Sponsor Page any way you want to create unique marketing solutions!</p> <ul style="list-style-type: none"> <li>◆ Whether one full page, two half pages, six double cubes or twelve cube ads – YOU WILL GET NOTICED!</li> </ul> <p><b>Your Company Logo</b> prominently displayed on the cover.</p> <ul style="list-style-type: none"> <li>◆ Be seen by everyone picking up the <i>Green Pages</i></li> </ul> <p><b>Your company logo</b> will be placed online at the Green Pages Home Page with a lot link to your company website.</p> <ul style="list-style-type: none"> <li>◆ The Guild's home page has a Google® Ranking of five out of ten!</li> </ul> <p><b>Your Green Pages Sponsor status</b>, along with your company or project logo will be featured in open spaces throughout the 2010 Green Pages as space permits (at least one guaranteed).</p>
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## Take advantage of all Your Member benefits:

### Make sure your online contact information is accurate

You can update your listing as often as you need. As your business grows and changes, you can make changes at *Your Account* in the Members Section online.

The 2010 Green Pages listing info will be taken from the online listing information as of February 1, 2010.  
 (Late fees will be charged to new members joining after this date)

<p><b>Not a Member?</b>  <b>Join online at <a href="http://www.EcoBuilding.org">www.EcoBuilding.org</a></b></p> <p>Membership must be established by December 31, 2009 to be automatically included.</p> <p><b>Late fee of \$25 will be charged for new members wanting to be included after listings are downloaded on February 1, 2010.</b></p>	<p><b>Update Your 75-Word Description</b></p> <p>If your Guild membership is at the Small Business level, or greater, remember your description. You can enter or edit your 75-word description at <a href="http://ecobuilding.org">ecobuilding.org</a> or email your description update to <a href="mailto:greenpages@ecobuilding.org">greenpages@ecobuilding.org</a> by <b>February 1, 2010</b></p>
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## Additional Listing Options Available for all Membership Levels

- Category Sponsor** (One Sponsorship is available for each Category in each Chapter/Region) ..... **\$50.00 ea.**  
 Single out your listing from among your peers with a highlighted listing
- Listing in an Additional Chapter/Region** of your basic contact information ..... **\$40.00 ea.**  
 You can be listed under as many additional chapters as you like
- Listing in an Additional Category** of your basic listing contact information in your chapter ..... **\$40.00 ea.**  
 You can list under as many additional categories as you like within your chapter
- Additional names or lines (max 2, maximum 40 characters per each)** ..... **\$25.00 ea.**  
 You can list other contact names or add a slogan or tag line following your business name
- Description in Print Copy Only – maximum 75 words each (not included in online directory)** ..... **\$50.00 ea.**  
 Describe your company's product or service to set you apart from others in your category
- New Category Sponsor** ..... **\$100.00 ea.**  
 Includes exclusive listing in the printed edition with the creation of a new category (one time only)  
 (New Category is conditional upon approval by the Northwest EcoBuilding Guild Board of Directors)

# 2010 Green Pages Display Ad Information and Pricing

## 2010 Display Ads are based upon the popular Cube Ad Format

Rates listed are for ads in electronic format (one-color and four-color) that meet the Display Advertising Requirements.

For additional information, please contact the Green Pages Coordinator at [GreenPages@EcoBuilding.org](mailto:GreenPages@EcoBuilding.org).

2010 Green Pages prices listed below are for One-Color Display Ads, unless otherwise noted.

### Column or cube ads

**A. NOW \$95.00**  
**Each Cube (B&W)**  
**\$140.00 each for 4-color**  
*Get one for each of your categories*  
 2.25" w x 2.25" h

**A. Each CUBE**  
**\$95.00 B&W**  
**\$140 4-color**

**B. Double Cube**  
**\$180.00 BW**  
**\$270.00 for 4-color**

**B. Double Cube**  
**\$180.00 BW**    **\$270.00 4-color**  
 2.25" w x 4.65" h (vertically)  
 4.65" w x 2.25" h (horizontally)

**C. Triple Cube**  
**\$275.00 BW**    **\$400.00 4-color**  
 2.25" w x 7.0" h (vertically)  
 7.0" w x 2.25" h (horizontally)

**C. Triple Cube**  
**\$275.00 BW**  
**\$400.00 for 4-color**

**D. Full Column**  
**\$350.00 BW**  
**\$500.00 for 4-color**

**D. Full Column**  
**\$350.00 BW**    **\$500.00 4-color**  
 4.65" w x 4.65" h

**E. Double Wide Double**  
**\$350.00 BW**    **\$500.00 4-color**  
 4.65" w x 4.65" h

**E. Double Wide Double**  
**\$350.00 BW**  
**\$500.00 4-color**  
 4.65" w x 4.65" h

**F. Double Wide Triple**  
**\$525.00 BW**  
**\$750.00 4-color**  
 4.65" w x 7.0" h

**F. Double Wide Triple**  
**\$525.00 BW**  
**\$750.00 4-color**  
 4.65" w x 7.0" h

**G. Half Page**  
**\$525.00 BW**  
**\$750.00 4-color**  
 7.0" w x 4.65" h

**H. Full Page**    **\$950.00 BW**  
**\$1,300.00 4-color**  
 7.0" w x 9.4" h

2010 Green Pages Display Ad Prices Listed are Effective October 1, 2009

Completed Display Ad Order Form (see back page) Must Be Submitted to the Green Pages Coordinator by January 31, 2010 to be considered for publication in the 2010 Green Pages directory

### The Display Ad Artwork Requirements are:

All Artwork must be submitted electronically, either by e-mail or by mail on CD

Send all electronic display advertising artwork to [greenpages@ecobuilding.org](mailto:greenpages@ecobuilding.org), or to the address on the order form.

**1-Color** – Artwork is Black and White, no color in submitted ad; Format graphic as Grayscale.

**4-Color** – Artwork is Full Color, any and all colors are allowed; Format graphic as CMYK

Artwork must be **300 dpi or greater**.

- Artwork submitted with lower resolution may be converted to 300 dpi by Green Pages staff, which may impact the quality of the artwork, or artwork will be returned to be fixed by original designer.

Acceptable formats include:

- Photoshop, Illustrator, InDesign, TIFF, JPEG, and EPS formats
- PDF file format is acceptable only if saved at 100% scale at highest resolution print quality
- Creations prepared in CorelDraw should be saved in Photoshop format or high-resolution PDF format.

Unacceptable formats will not be accepted and will be returned. These include:

- GIF format, and Word or WordPerfect documents

# 2010 Green Pages Display Ad Order Form

**Display Ad Space reservation is required  
Ad Space is limited – Order Today!**

**Display Ad Orders due by January 31, 2010**  
(10% Late Fee will be applied for new orders after Deadline)

**Artwork must be submitted by February 28, 2010**

**Payment due by March 31, 2010**  
(Additional 10% late fee charge will be assessed after Deadline)

**Your Display Ad Makes the Green Pages Sustainable**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_



**Guild Membership Expiration Date:** \_\_\_\_\_

## 2010 GP Display Ad Prices

Ad Type	1-color	4-color*	Quantity	Total
A. Each Cube	\$95.00	\$140.00	_____	_____
B. Double Cube	\$180.00	\$270.00	_____	_____
C. Triple Cube	\$275.00	\$400.00	_____	_____
D. Full Column	\$350.00	\$500.00	_____	_____
E. Double Wide Dbl	\$350.00	\$500.00	_____	_____
F. Double Wide Trpl	\$525.00	\$750.00	_____	_____
G. Half page	\$525.00	\$750.00	_____	_____
H. Full page	\$950.00	\$1,300.00	_____	_____

\* Limited space available for 4-color ad only ad may not be adjacent to listing; your listing will refer to the page where your ad is printed.

**Total Display Ad Order** .....\$ \_\_\_\_\_

## Additional Listing Options

Listing Option	Quantity	Total
<b>Category Sponsor</b> .....\$50.00 extra	_____	_____
Please list Category being sponsored in space provided below		
<b>Listing in Add'l Chapter/Region</b> .... \$40.00 each	_____	_____
Please list Additional Chapter(s) in space provided below		
<b>Additional Category</b> .....\$40.00 each	_____	_____
<b>Additional Name or Line</b> .....\$25.00 each	_____	_____
<b>Description in Print Only</b> .....\$50.00 each	_____	_____
<b>New Category Sponsor</b> .....\$100.00 each	_____	_____
New Category being proposed .... _____		
(New Category is conditional upon approval by the Guild Board of Directors)		

**Total Additional Listing Options**..... \$ \_\_\_\_\_

Category being sponsored, additional Chapter/Region purchased, and/or location of where to place your one-color ad(s):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### New NWEBG Membership

Please Join Online at [www.EcoBuilding.org](http://www.EcoBuilding.org)

**Renewal NWEBG Membership**..... \$ \_\_\_\_\_

Please contact Guild Membership Coordinator for pricing

**Total Display Ad Order**..... \$ \_\_\_\_\_

**Total Additional Listing Options** ..... \$ \_\_\_\_\_

**10% Late fee after March 31, 2010** ..... \$ \_\_\_\_\_

**Total Amount Due**.....\$ \_\_\_\_\_

### Payment (Please Check One)

Check       VISA       Master Card

Amount Paid \$ \_\_\_\_\_

Make checks payable to: **Northwest EcoBuilding Guild**

Mail to: Northwest EcoBuilding Guild  
c/o ESP Services  
4307 – 236th Street SW, B208  
Mountlake Terrace, WA 98043  
**(Note New Address)**

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_

Fax to: 425-778-6533

Cardholder Signature \_\_\_\_\_

The Guild is a 501c3 non-profit member-based educational organization dedicated to creating environmentally responsible residential and light commercial buildings. Through educational programs, publications, and networking opportunities, the Guild helps its members and the general public implement sustainable building technologies. Together with our members, we are advancing regional building practices that foster human health, resource conservation, and long-term economic vitality.