



Greener Facilities helps building owners, developers and facility managers understand the explosive growth and acceptance of green buildings.

Written by a variety of top authors in the green field, this e-Newsletter helps building owners, developers and facility managers understand the direction of the green building movement and make smarter, sustainable decisions.

WHAT'S INCLUDED IN A SPONSORSHIP?

Sponsorship of *Greener Facilities*, sent monthly to over 57,000 facilities professionals*, includes your message prominently displayed within the e-Newsletter.

Reports are provided on the number of e-Newsletters sent, percentage opened and the click-thru rate from your banner to your Web site.

WHAT SPONSORSHIPS ARE AVAILABLE?

Three types of sponsorships are available for *Greener Facilities* (relating to the image, on right).

- 1** Leaderboard
- 2** Skycraper
- 3** Text Advert

The screenshot shows the 'BUILDINGS Greener Facilities' e-newsletter interface. At the top, there is a banner for 'Get fresh' with a Vespa scooter, labeled '1' (Leaderboard). Below the banner is the newsletter title and issue information: 'September 2010 • Vol. 8 Issue 9'. The main content area features an article titled 'Prepare Your Building for LEED for Commercial Interiors' with a '2' (Skycraper) icon. A 'Featured Sponsor' section for DuPont is highlighted with a '3' (Text Advert) icon. The bottom section includes 'RELATED STORIES' with links to 'Commercial Interiors: Shifting Corporate Awareness to Deliver Positive Impacts for Occupants' and 'A Wake-Up Call for Healthy IAQ'. A sidebar on the right shows a 'Skycraper' ad for Agilent Technologies with a '2' icon and a 'Text Advert' for Johnson Controls with a '3' icon.



| AD # | AD TYPE | AD POSITION | | AD SIZE |
|------|-------------|---|---|---|
| 1 | Leaderboard | Above e-Newsletter | | 728 x 90 pixels |
| 2 | Skyscraper | On right side within body of e-Newsletter | | 160 x 600 pixels |
| 3 | Text Advert | Position 1 | Between feature article and industry news | 130 x 130 pixels plus 75 words including headline |
| | | Position 2 | Between industry news and related stories | 130 x 130 pixels plus 75 words including headline |
| | | Position 3 | Between related stories and past issues | 130 x 130 pixels plus 75 words including headline |

Launch Date (Space & Materials Date)

| GREENER FACILITIES E-NEWSLETTER | |
|---------------------------------|--------------------------------|
| JANUARY | Processes 1/25 (1/11/12) |
| FEBRUARY | Technology 2/22 (2/8/12) |
| MARCH | Projects 3/28 (3/14/12) |
| APRIL | Processes 4/25 (4/11/12) |
| MAY | Technology 5/23 (5/9/12) |
| JUNE | Projects 6/27 (6/13/12) |
| JULY | Processes 7/25 (7/11/12) |
| AUGUST | Technology 8/22 (8/8/12) |
| SEPTEMBER | Projects 9/26 (9/12/12) |
| OCTOBER | Processes 10/24 (10/10/12) |
| NOVEMBER | Technology 11/28 (11/14/12) |
| DECEMBER | Projects 12/26 (12/12/12) |

| AD SIZE | 1X | 3X | 6X | 9X | 12X | 18X | 24X |
|-------------------|---------|---------|---------|---------|---------|---------|---------|
| Leaderboard | \$4,165 | \$4,045 | \$3,925 | \$3,810 | \$3,700 | \$3,590 | \$3,480 |
| Skyscraper | \$4,165 | \$4,045 | \$3,925 | \$3,810 | \$3,700 | \$3,590 | \$3,480 |
| Text - Position 1 | \$4,165 | \$4,045 | \$3,925 | \$3,810 | \$3,700 | \$3,590 | \$3,480 |
| Text - Position 2 | \$2,980 | \$2,895 | \$2,810 | \$2,730 | \$2,650 | \$2,570 | \$2,495 |
| Text - Position 3 | \$1,805 | \$1,750 | \$1,700 | \$1,650 | \$1,600 | \$1,550 | \$1,505 |

BUILDINGS

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| | |
|-------------------|-------------------|
| Advertiser: | Agency: |
| Contact: | Contact: |
| Address: | Address: |
| City: State: Zip: | City: State: Zip: |
| Phone Number: | Phone Number: |
| Email: | Email: |
| Fax Number: | Fax Number: |

| ADVERTISING | RUN DATES | GROSS | NET |
|---|-----------|-------|-----|
| Greener Facilities e-Newsletter sponsorship | | | |
| TOTAL | | | |

E-Newsletter Sponsorship Specifications

Leaderboard Banner 728 x 90 pixels
Skyscraper Banner 160 x 600 pixels
Text Sponsorship with Image..... Provide 75-words including headline and linking text.
 Image dimensions are 130 x 130 pixels
 Maximum file size is 30k, 72 dpi. Please also provide the URL to be linked to. Please submit images as a static JPEG or GIF format only.

Submission Guidelines

Submit materials using the *BUILDINGS* file transfer site. Please use the following steps to ensure proper file transfer to our secure and easy-to-use site. If you have questions or problems connecting or transferring, please contact Megan Kommes at: megan.kommess@stamats.com or 800-553-8878, ext. 5062.

1. Type (<http://transfer.buildings.com>) in your Internet browser.
2. Login as follows: Username: **Buildings** [case sensitive]
 Password: **Transfer** [case sensitive]
3. Select the "Buildings" folder in the folder list on the left and drag and drop your files onto the site.
4. Notify Megan Kommes (megan.kommess@stamats.com) when the file transfer has been completed. In your e-mail, provide the file name of the digital image and/or word document that was uploaded, and provide your contact

Accepted for Publisher

Authorized Signature

Sales Rep

Name (Print)

Date

Date