

2007 Annual Publication
Advertising Prospectus

www.whosgreen.com

WHO'S GREEN[®]

The Directory of Who's Green in the Design and Construction Field



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What is Who's Green®?

Who's Green® is the annual directory published by Ecotone Publishing, designed to serve as the pre-eminent resource book for locating firms, companies, organizations and institutions that are actively participating in the growth of the green building industry. The directory functions as the definitive clearinghouse of contact information for the best talent and knowledge that constitutes the sustainable design and construction field. Ecotone Publishing proudly brings you the **Who's Green®** annual directory.



Who will be included in Who's Green® 2007?

Who's Green® 2007 will contain contact information and profiles for the principal organizations involved in the green building industry in North America. Each listing will be arranged in the categories of *Architecture Firms; MEP Engineering Firms; Interior Design Firms; Green Consulting Firms; Landscape Architecture & Civil Engineering Firms; Builders with Green Expertise; Green Building Organizations and Non-Profits; Green Business Support Service Companies; Developers of Green Properties; and Schools of Architecture with a green focus.*

Each year, Ecotone Publishing assembles a review panel of recognized green building experts that conduct the screening of applicants for the categories represented in the directory. Applicants are responsible for summarizing their sustainable design qualifications on a standardized application that our panel evaluates for merit. Firms, organizations and institutions that are approved will receive a complimentary listing in **Who's Green® 2007**. Exceptional applicants identified through the screening process will receive further recognition as the yearly "*Publisher's Platinum Picks*". The *platinum* distinction is awarded to firms and organizations that are making outstanding contributions to the

green building industry. Additional content in **Who's Green® 2007** will include a cover story on Ecotone's "*Green Project of the Year*", articles by prominent green design experts and the unveiling of our definitive green building competition "*The Living Building Challenge*". The directory will contain advertisements from firms, companies and organizations listed in the publication. In addition, there will be advertisements from companies that may not fit into one of the specified listing categories but that have a relevant connection to the green design and construction industry.

Who can advertise in Who's Green® 2007?

Any Architecture Firms; MEP Engineering Firms; Interior Design Firms; Green Consulting Firms; Landscape Architecture Firms, Civil Engineering Firms; Builders with Green Expertise; Green Building Organizations and Non-Profits; Green Business Support Service Companies; Developers of Green Properties; and Schools of Architecture with a green focus that have qualified for a listing in Who's Green® 2007 are invited to advertise in the directory.

Where will **Who's Green**® 2007 be available?

Who's Green® will be available in retail outlets, online bookstores including Amazon.com, Barnes & Noble.com, and at major green building conventions including the annual USGBC GreenBuild Conference and the AIA National Convention and Design Exposition. The directory will retail for approximately \$15 per copy. Ecotone Publishing anticipates that 5000 to 10,000 copies of the 2007 directory will be distributed.

What are the benefits of advertising in **Who's Green**® 2007?

- **Market Reach.** A presence in **Who's Green**® 2007 associates your company with the most successful professionals in the green building industry.
- **Target Marketing.** Create awareness of your product or service in the burgeoning green building industry.
- **Distinction.** The screening process eliminates pseudo-green companies, providing advertising opportunities to the best green companies and organizations... recognition from the *Who's Who of Who's Green*®.
- **Integrity.** Your company's core values and a deep commitment to a sustainable design are celebrated through your promotional presence in **Who's Green**® 2007.
- **Value.** Highly competitive advertising rates are available for qualified advertisers in a publication with a year-long shelf life.
- **Market Penetration.** Exclusive positioning in the "go-to" guide for decision makers from all over North America who are proactively pursuing green building projects.
- **Brand Trust.** The opportunity to qualify your brand as "green" and differentiate your product or service from your competitors.

How does advertising work in **Who's Green**® 2007?

Advertising opportunities will be available to firms, organizations and institutions that have qualified for **Who's Green**® 2007 because of their environmentally responsible business practices. This advertising opportunity applies to companies that may not be listed in **Who's Green**® 2007 but have a direct relationship to the green building industry. Greenwash will not be permitted. Please refer to our rate schedule for discounts and promotional opportunities.



Ecotone Publishing is currently in the process of creating new publications and tools to help transform the environmental impact and quality of our buildings and communities. Look to us for information you need to create a sustainable future.

Our commitment to the environment and to a sustainable future is the driving force behind every action we undertake. A minimum of 10 percent of our profits on an annual basis are donated to environmental non-profits—nearly ten times the typical donation of other socially-responsible companies. All of our books are published on post-consumer recycled content paper with vegetable-based inks. Many of our books will be published on 100 percent post-consumer paper that is chlorine free.

For more information on Ecotone Publishing and the people moving the company forward, we invite you to visit www.ecotonedesign.com.

Who's Green[®] 2007 Advertising Rates:

Advertiser Rates

	Four Color Rates (Gross)	B&W Rates (Gross)
Full Page	\$4500	\$3600
Half Page	\$3500	\$2500
1/6 Page	\$1975	\$1500
1/12 Page	\$950	\$750

Cover Rates (*Includes 50 copies of Who's Green 2007 - Value of \$525.00)

	Four Color Rates (Gross)
Back Cover	\$7500
Inside Front Cover	\$5500
Inside Back Cover	\$5000

Who's Green Design Firms: Preferred Advertising Rates

Ecotone is pleased to honor design professionals whom have qualified for Who's Green with two exceptional opportunities for advertising their expertise in the 2007 directory.

1/2 Page (Four Color) Ad	\$1700 (Save \$1800!)
1/6 Page (Four Color) Ad	\$ 775 (Save \$1200!)

Non-Profit Organizations: Preferred Advertising Rates

Ecotone values the ongoing research, educational contributions and advocacy of the non – profit organizations associated with the green building movement. We are proud to extend a 55% discount on our Who's Green 2007 Advertising Rates to organizations that qualify.

NOTE: Discount does not apply to Cover Rates. To receive the Preferred Advertising Rates, advertisers must have been listed in Who's Green 2006 or have qualified for Who's Green 2007

Buy Who's Green[®] Wholesale: Save 20% – 55%

Who's Green is a valuable resource for anyone interested in the green building and construction industry. Leaders, decision makers and department directors will benefit by having the directory of green building professionals and services at their fingertips.

Advertisers who would like to purchase Who's Green 2007 for promotional purposes including Greenbuild 2006 can pre-order Who's Green 2007 at wholesale discount rates ranging between 20% and 55%, based on volume. Please direct all questions about discounts and advertising opportunities to mike@ecotonedesign.com or contact Michael Berrisford at (250) 274-4444

*Who's Green 2007 will be available for Greenbuild 2006 in Denver CO.