

Greenhealth Magazine Promotional Opportunities

Greenhealth Magazine is taking an exciting turn—not only will our print magazine continue to reach 3,000 decision-makers in healthcare organizations, we will be launching our online magazine to 30,000 individuals with the March, 2012 issue.

This provides for even more ways to reach your target audience—decision-makers responsible for the environmental bottom line and sustainable progress in their facilities. In Print, in Person, and Online via web and email...reach these influential decision makers when they are ready to buy.

Our Print Magazine circulates to 3,000 highly-targeted healthcare professionals responsible for decisions related to products, services, sustainability, and more with five issues a year. Our email blasts reach 30,000 individuals. Our online magazine launches March 7.

Packages

Goal: To keep your company in front of your customers and prospects consistently, to maximize impact, resulting in greatest profit at minimum cost.

Integrated media plans have been proven to lead to a better ROI.

91% of B2B decision-makers agree: "It's easy for me to recognize or remember a company's brand or products when I see messages about it in **multiple** media such as magazines, online or at events." US Forrester Research.

Add 20% for non-member pricing. Join at practicegreenhealth.org/join-business

1a One-Issue Online and Print Package: Choose the Green Building, Environmental Purchasing, Waste Reduction, CleanMed Conference, or Wellness issue for your campaign. Includes one full-page print ad and a 3-month banner ad or button ad on the web version of that issue of the magazine. If you choose the CleanMed issue and also have a booth at CleanMed, take 15% off the price below.
Rate: \$7,000. Value \$7,600.

3a 3-Issue Package: Full-page print ad in any three issues of *Greenhealth* Magazine plus 6 months of homepage and run-of-site banner (or button) on the web magazine site. Choose any 3 issues within a calendar year or any 3 consecutive issues.
Rate: \$17,600. Value \$12,000.

4a Print and Online Full-Year Package: Full-page print ad in all five issues of *Greenhealth* Magazine plus a full year of homepage and run-of-site banner (or button) on the web magazine site.
Rate: \$20,000. Value \$28,000.

5a Full-On Package: Full-page print ad in all five issues of *Greenhealth* Magazine, plus a full year of homepage and run-of-site banner (or button) on the web magazine site, and 12-month sponsorship of email blast and an advertorial in the final issue of the year—the buyers' guide.
Rate: \$28,000. Value \$42,200.

Online & Email Opportunities

Add 20% for non-member pricing. Want to join? See practicegreenhealth.org/join-business.

1b Greenhealth Magazine Homepage & Run-of-Site Web Banners: 2 advertising units (728x90 pixels) placed on the homepage (top and bottom) of *Greenhealth* Online. These will rotate top and bottom, and we will limit the total number of advertisers to two. You will always be on our homepage—alternating top and bottom.

Rate: \$3,600/3 months (one issue) for one banner (\$6,800 for 6 months, \$12,000 for one year)

Example:



REGISTER TODAY
for the nation's premier
community college leadership event.

AMERICAN ASSOCIATION OF COMMUNITY COLLEGES
92nd ANNUAL CONVENTION
April 21-24, 2012 - Orlando, Florida

2b Greenhealth Magazine Homepage & Run-of-Site Web

Buttons: 2 advertising units (250x250 pixels) placed on homepage and throughout Run-of-Site of *Greenhealth* Online. Limit rotation to two advertisers per location. Rate: \$3,600/3 months (one issue) for one button (\$6,800 for 6 months, \$12,000 for one year) Button Example->

ECCC
East Central Community College
Decatur, Mississippi
PRESIDENT
The Board of Trustees seeks a visionary leader who is committed to the continued growth and development of one of the state's and nation's foremost community colleges.
For more information on job requirements:
www.eccc.edu/employment
Application Deadline: January 31, 2012

3b Sponsored Department: Advertisers provide links to

custom content hosted on their own websites in specific department. Advertiser will provide 45 word description of content and URL, which will appear on the chosen feature page. Choose from Greening the OR * Healthy Hospital Initiative * Greening the Supply Chain * Green Building * Healthy Food or let us know what topic appeals to you!

Rate: \$5,400/3 months (\$9,000 for six months, \$16,000 for one year)

4b Email Blast: Exclusive sponsorship of email blast announcing issue posting. May be packaged with print advertising for better pricing—please inquire. Rate: \$3,300 for 3 months (\$6,000 for six months, \$11,000 for one year). This goes to 6,000 contacts in healthcare facilities.

Contact Lara Sutherland, 866-598-2210 or LSutherland@practicegreenhealth.org.

Issue Launch Dates& Topics and Print Ad Deadlines

Issue Launch Date	Insertion Order Due Date	Materials Due Date	Editorial Focus
3/7/2012	2/17/2012	2/17/2012	Sustainable Design
4/26/2012	3/16/2012	3/23/2012	CleanMed Conference www.cleanmed.org
6/12/2012	5/1/2012	5/8/2012	Patient, Staff, and Community Wellness
8/16/2012	7/13/2012	7/20/2012	Waste Management
10/30/2012	9/26/2012	10/3/2012	Environmentally Preferable Purchasing & Buyers Guide

PRICING for Online/Email Ads. Add 20% for non-member pricing. Join at
practicegreenhealth.org/join-business.

Ad Type	3 Months Member/NonMember	6 Months Member/NonMember	12 Months Member/NonMember
HomePage + Run-Of- Site Banner	3600	6800	12000
HomePage + Run-Of- Site Button	3600	6800	12000
Sponsored Section Button	5400	9000	16000
Email Blast	3300	6000	11000

PRICING for Print Ads. Add 20% for non-member pricing. Join at
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Print Ad Size	1x	5x
Quarter Page	2275	1975
Half Page	3000	2500
Island Half	3180	2630
Full Page	4000	3200
Inside Cover	4140	3300
Outside Back Cover	4280	3400

For demographic information, see Print Media Kit at
<http://practicegreenhealth.org/tools-resources/greenhealth-magazine>
Or contact Lara Sutherland, 866-598-2210 or LSutherland@practicegreenhealth.org.