

# Green Events Source E-Sponsorship Options

## *Green Events & Exhibiting News*

Qualified green sites, product and service providers can reach a targeted, growing list of 3,000+ green-minded event planners and other event decision-makers by sponsoring our permission-based e-newsletter, which offers a high open and click-through rates.

### Regular Monthly Issue Advertising:

Qualified sponsors can choose from one of three ad positions, with a maximum of three sponsors for any regular monthly issue. Sponsorship entitles you to one of the following ads along with one product announcement article. Available frequencies and rates are:

AD TYPE	3-months***	6 months***	1 year***
Top Banner	\$1,500	\$2,250	\$3,000
Inline Block	\$1,750	\$2,500	\$4,000
Right-hand column block	\$2,000	\$3,250	\$5,000
EXCLUSIVE SPONSORSHIP	\$5,000	\$7,000	\$8,500

### Special Issue Advertising:

Several times a year, we put out an extra, single-subject issue on a topic of interest to our readers. This offers a maximum of three qualified sponsors to promote their services in connection with educational content on a particular buying category. At this point, the following special issues are planned:

- Green Food & Beverage (June 2008\*\*\*)
- Green Purchasing (September 2008\*\*\*)
- Green Exhibiting (December 2008\*\*\*)
- Green Spaces and Places (February 2009\*\*\*)

AD TYPE	Special Issue Rate
Top Banner	\$2,000
Inline Block	\$2,250
Right-hand Column Block	\$2,500
EXCLUSIVE SPONSORSHIP	\$3,500

### **\*\*AD REQUIREMENTS**

- Top banner ad dimension size is x pixels wide by x pixels tall. ( )
- Inline or right column ad dimension is x pixels wide by x pixels tall. ( )
- All ads must be static. (no animation)
- Preferred file size: 20K or less.
- Preferred file type: GIF or JPG.

**\*\*\*DUE DATES:** Monthly Issues come out by the 15<sup>th</sup> of the month. Reservations are due by the 15<sup>th</sup> of the prior month and artwork is due by the 1<sup>st</sup> of the month in which the ad will appear. Special Issues come out at the end of the month in which they are scheduled. Allow four weeks for reservations and two weeks artwork.

### **E-MAIL BLASTS**

Sponsor a single advertiser email blast to our list of 3,000+ green-minded meeting planners and other event decision-makers for just \$2,250 plus set up fee of \$250. Link your blast to your website, a special offer or request for quote to stimulate a direct response. Scheduling of email blasts will occur on an agreed upon timetable so as not to conflict with regular monthly and special issue e-newsletters.

### **WEBSITE SPONSORSHIPS**

Appearing on the Green Events Source website home page or The Green Events Source Book Online Registration is a great way to promote your products to meeting and event professionals seeking information and resources about credible green options.

#### [www.GreenEventSource.com](http://www.GreenEventSource.com)

Gain visibility and establish links to your company's qualified green offerings by appearing on our home page, which receives thousands of hits/month from green-oriented event planners and other event decision-makers around the world.

Available options include:

<b>Ad Type and Size</b>	<b>3 months</b>	<b>6-months</b>	<b>1 Year</b>
<b>Home Page Bottom Banner Large (468px x 60px)</b>	<b>\$1,500</b>	<b>\$2,500</b>	<b>\$3,250</b>
<b>Home Page Bottom Banner Small (265px x 60px)</b>	<b>\$900</b>	<b>\$1,700</b>	<b>\$2,400</b>
<b>Interior Page Header Block (245px x 175px)</b>	<b>\$600</b>	<b>\$750</b>	<b>\$875</b>

**\*\*Mechanical Requirements:** Files must be in gif (preferred), Flash or jpg formats. File size must be 10-20K, including animated gifs.

#### *The Green Events Source Book Online Registration:*

Sponsorships are also available on our high-traffic registration page, which visitors use to request free copies of the Source Book and other information. Those already listed in The Green Events Source Book can increase traffic to their online listing by adding this sponsorship to their existing package.

<b>Ad Type and Size</b>	<b>3 months</b>	<b>6-months</b>	<b>1 Year</b>
<b>Current Source Book Sponsors Skyscraper Ad (120px by 600px)</b>	<b>NA</b>	<b>NA</b>	<b>\$750</b>
<b>Non-Source Book Sponsors Skyscraper Ad (120px by 600px)</b>	<b>\$750</b>	<b>\$900</b>	<b>\$1,500</b>

## *About Us*

**Green Events Source, a division of Green 2B/ Green2C Marketing, is a nationally recognized green marketing agency and green events resource. We work collaboratively with industry stakeholder groups, thought leaders and environmentally conscious vendors to support industry professionals looking for ways to reduce the environmental impact of their meetings and events, conferences and tradeshow and other activities. To find out more, visit [www.greeneventsource.com](http://www.greeneventsource.com) or contact us at (847) 827-8456 or email [info@greeneventsource.com](mailto:info@greeneventsource.com).**