

2010 Media Guide

For More Information

P: (714) 442-2757
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info@iGreenBuild.com
www.iGreenBuild.com

The green building and sustainability market is growing at 40% to 50% per year in the United States and abroad. Recent estimates show that the green building market will reach \$100 billion within the next five years. In 2006, nearly 4,000 new projects were registered for the first time under the Leadership in Energy and Environmental Design (LEED) for New Construction standard. As a result of this emerging trend, architects, builders, facility managers and consumers are searching at an amazing pace for information about environmentally friendly building. iGreenBuild.com is meeting their needs one click at a time.

At iGreenBuild.com we understand the important role that timely information plays in any emerging market, especially one as dynamic as green building. We also understand how important it is for suppliers of green products and services to reach the audience responsible for making building design, specification and purchasing decisions. This is why we offer online advertising and content publishing that empower your company to provide the right information to the right people at the right time.

If your business strategy includes the green building and sustainability market, iGreenBuild.com will help you:

- generate qualified sales inquiries
- secure new business
- launch measurable web marketing campaigns
- build "environmental" brand awareness
- drive traffic to your web site
- stay informed about green building
- syndicate your articles and case studies

**Use this guide for your 2010
online marketing & advertising
media planning.**

The iGreenBuild.com Advantage

iGreenBuild.com at a glance

iGreenBuild.com was launched in 2003 as a resource for architects, engineers, builders, developers, facility managers and other business professionals searching for information about environmentally friendly construction and facility management. Today, the web site has more than 75,000 subscribers to its eNewsletter and thousands of visitors every week who find the web site through search engines, referrals and links from our partner web sites.

Use iGreenBuild.com to:

- ✔ Read informative articles and insightful commentary
- ✔ Research green building and sustainability
- ✔ Find environmentally friendly products
- ✔ Source product manufacturers and service providers
- ✔ Collaborate with peers and exchange information

Reach decision makers

- ✔ iGreenBuild.com is the premier Internet destination where decision makers search for information and source products. Every month, we receive over 28,000 user sessions – and each edition of our eNewsletter delivers the latest green building and sustainability information to more than 75,000 subscribers.

Sales leads in hours - not days

- ✔ We drive qualified prospects to your iGreenBuild.com advertising and when they request more information you automatically receive the lead within minutes.

Educate your prospects

- ✔ We've surveyed our readers – they want to learn about the latest trends and your products through quick and easy-to-read information. At iGreenBuild.com, you can publish your white papers, articles and other editorial. If you're like most of our customers who don't have time to prepare their own content, we'll write it for you.

We bring green building expertise to your inbox every month!

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eNewsletter Advertising

The iGreenBuild.com eNewsletter is published twice a month and distributed electronically to more than 75,000 subscribers. This publication features editorial from a variety of green building and sustainability experts, useful facts and figures, featured products, key industry developments and news of upcoming events. Since 2003, the iGreenBuild.com eNewsletter has been responsible for generating thousands of inquiries each year for products advertised.

Exclusive Sponsorship \$2,250 | issue

- ✔ Premier placement of logo and company description
- ✔ Featured product and/or article in issue
- ✔ Featured product/article landing page
- ✔ Customizable contact form and automatic lead forwarding

Featured Product \$945 | issue

- ✔ Logo or product image placed in feature section
- ✔ Product description
- ✔ Featured product landing page with link from eNewsletter
- ✔ Customizable contact form and automatic lead forwarding

Featured Case Study \$945 | issue

- ✔ Case study, white paper or article in feature section
- ✔ Logo placement with content
- ✔ Featured content landing page with link from eNewsletter
- ✔ Customizable contact form and automatic lead forwarding

Banner Advertisement \$725 | issue

- ✔ 468 x 60 advertisement in feature section
- ✔ Advertisement landing page with link from eNewsletter
- ✔ Customizable contact form and automatic lead forwarding

Literature Fulfillment Call for pricing

- ✔ Automatic forwarding of your sales brochure, specification sheets or information upon request by prospect
- ✔ E-mail notification of successful delivery

Multiple placement discounts available; ask your account representative for details.

For an online demonstration of eNewsletter advertising placements call (714) 442-2757 or email advertising@igreenbuild.com.



*"I received more than 50 sales inquiries in one month from my iGreenBuild.com ad campaign."
Mark Hopson, MA Design*

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Website Advertising

At iGreenBuild.com we've created a special online advertising strategy that goes far beyond just banner placement. Customers want quick, easy-to-read content and fast response time when they request information. Advertisers want brand exposure and qualified sales opportunities before the competition gets them. We've got the technology and visibility to make both of these actions happen.

Choose one or a combination of the following positions and request pricing from your account representative today.

Banner Ads

Static or animated banner ads are positioned throughout the website. Link to a special detail page at iGreenBuild.com or directly to your URL.
Sizes 468 x 60 | 180 x 180 | 180 x 80

Enhanced Listings

Enhanced listing includes a 50-word company description, contact information, logo and link to your custom landing page. Landing page includes company details, additional images, contact information, outside links and related content featured in corresponding text boxes.

Search Engine Marketing

Your products, articles and contact information are seen in top search results throughout iGreenBuild.com.

Top Level Sponsorships

Maximum visibility. Top positioning on the home page, in search results and throughout your product category. Also includes eNewsletter sponsorship, marketing services and special promotion on the iGreenBuild.com trade show booth.

Featured Content

Special positioning of your product information, white paper or case study throughout the website. Includes a landing page, images, key words, contact information and customizable contact form.

For an online demonstration of Website advertising placements call (714) 442-2757 or email advertising@igreenbuild.com.



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Marketing Services

More than advertising

From concept to design, the marketing team at iGreenBuild.com can produce highly targeted sales literature, print and electronic advertisements, market research, case studies, white papers and a variety of other essential business communication tools. Whether you have a single project or need a turnkey marketing program, iGreenBuild.com can meet your needs.

Here's a sample of some of the services we offer. Consult your account representative for additional information and pricing.

Case Studies, White Papers, Copywriting *Our Most Popular Services*

- Our writers interview your clients and create compelling case studies, white papers or editorials about your products or services. All pieces are delivered to you print- and web-optimized.

Sales & Marketing Literature

- Highly targeted marketing pieces with eye-catching designs. From a single sell sheet to a complete capabilities brochure, we have the resources to provide you with a turnkey collateral program.

Market Research and Focus Groups

- iGreenBuild.com can organize and facilitate focus groups, prepare research papers and help you utilize the information gathered to accomplish your business strategy. Online and offline surveying and product testing are also available.

Search Engine Optimization

- Google, Yahoo and other powerful search engines can drive new customers to your website without driving your budget into a hole. We're experts at online marketing and can help you become the same. Our services range from basic consulting/training to implementing and overseeing your entire search engine marketing effort.

Web Design and Online Marketing

- Communicate with your customers through a new website – complete with its own eNewsletter – designed by the same team of developers who created iGreenBuild.com.

Our marketing services go far beyond what you see on this page. Please contact your iGreenBuild.com representative for more information at (714) 442-2757.

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Subscriber Demographics

Who's using iGreenBuild.com?

- Architects
- Builders
- Home Owners
- Home Builders
- Educators
- Engineers
- Facility Managers
- Developers
- Product Manufacturers & Suppliers
- Environmentalists

Architects, Engineers

HOK, Perkins+Will, Skidmore Owens & Merrill, HDR, HKS, Callison, RTKL Associates, Smith-Group, Perkins Eastman, Cannon Design, HMC, Hillier Architecture, Burt Hill, CH2M Hill, Parsons Brinckerhoff

Builders, Developers

Turner Construction, Hensel Phelps, Choate, Shawmut Design and Construction, Walsh Construction, Webcor Builders, Pulte, Swinerton Builders, DPR, Parsons Brinckerhoff, Fluor Corporation, Jacobs, CH2MHill, Koll Development, Skanska USA Building

Colleges/Universities

Arizona State, Emory, UC Berkeley, Purdue, University of Florida, University of Virginia, Indiana, Stanford, Wisconsin, Yale, Georgia Tech, Penn State, North Carolina State, University of Oregon, Duke, LSU, Auburn, University of Washington, Vanderbilt, Rutgers, Cornell, Harvard, Virginia Tech, UCLA, Caltech

Government

City of San Diego, GSA, City of San Ramon, National Park Service, National Institute of Health, National Renewable Energy Laboratory, State of California, US EPA, US Federal Reserve, Lawrence Livermore National Lab, City of Dallas, City of Palo Alto, City of Seattle, City of Austin

Organizations

USGBC, World Resources Institute, Southface Energy Institute, Rainforest Alliance, National Geographic Society, Global Green USA, Canada Green Building Council, Association of Energy Engineers, Sierra Club, EarthCraft House, National Association of Realtors, American Institute of Architects

iGreenBuild.com eNewsletter readers and subscribers

2004	15,784
2005	20,621
2006	24,042
2007	30,850
2008	60,000 (projected)

Here's a look at some of our subscriber details:

Architects/Engineers	4,324
Builders/Developers	2,819
Colleges/Universities	1,224
K-12 Schools	2,971
Manufacturers	2,382
Consumers	1,938
Gov./Industry Organizations	1,984

*Subscriber demographics do not account for incomplete subscriber profiles.

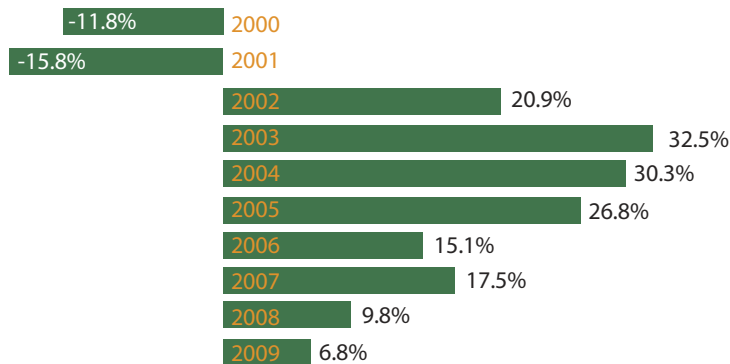
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Evidence that eBusiness Can Change Your Business

At iGreenBuild.com we pay close attention to the latest eMarketing trends, tactics and statistical data that are driving the rapid growth of eBusiness. From paid search results to behavioral targeting, the Internet has become the B-to-B medium of choice for companies of all sizes. The statistics found below are powerful evidence that eBusiness and green building is stronger than ever and a great place to invest your marketing capital, especially at iGreenBuild.com.

US Online Advertising Growth 2000 - 2009 (% increase/decrease vs prior year)



Note: eMarketer benchmarks its online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2005
Source: eMarketer. September 2006

Key trends will account for sustained growth of Internet ad spending:

1. Ad spending shifts from other media, most notably broadcast television and newspapers, to the Internet
2. Larger Internet ad budgets in general as companies both grow more accustomed to various online ad formats and increasingly seek the audience found on the Web
3. Higher prices for both branding ads (video and plain display) and direct response vehicles (mainly paid search)
4. Branding objectives becoming increasingly relevant online, which will lead more marketers who have spent little for Internet advertising to devote larger budget shares to various interactive formats

Source: eMarketer

Estimated Value of LEED Registered Projects (billion \$)

2001	\$ 6
2002	\$ 10
2003	\$ 22
2004	\$ 27
2005	\$ 44
2006	\$ 78
2007 (projected)	\$ 84

Source: US Green Building Council LEED registration numbers, average project size: 110,000 sq. ft., average value of installed construction: \$120 per sq. ft. See "2006 Green Building Update," by Jerry Yudelson for 2006 & 2007 projections.

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