

GREEN
SPACE
TODAY

building on
sustainability

TM

Green Space Today is the premier online destination that connects people, companies, institutions, and cities that value green building and sustainable practices.

2010 Advertising Specifications & Rates

7 Reasons to Advertise with Green Space Today

- 1 / Our magazine is for a vertically integrated, inclusive readership and membership. Your target market(s) will participate and concentrate on Green Space Today and its advertisers.
- 2 / The readers and members of Green Space Today are looking to do business with a variety of companies that offer green services and products.
- 3 / Green Space Today offers its advertisers a national and global presence with the power of local marketing.
- 4 / Online advertising in Green Space Today is a sustainable, paperless means of marketing.
- 5 / Advertising on the Internet is becoming the most popular form of advertising. The Internet brings individuals and public and private organizations together on a global scale.
- 6 / Green Space Today gets your name and project, product, space, service and skills in front of the people you want to reach.
- 7 / 5% of all advertising revenue is given to the Green House Foundation to further the cause of sustainability.

Due to our integrated, inclusive approach, Green Space Today is targeted to reach millions of people who represent a diversity of markets within the green industry.

Banner	Sponsored Link
\$30 CPM	\$1000 per sponsorship link and logo

CPM = cost per 1,000 impressions, (Ad rotates with other advertisers)

Advertising units for GreenSpaceToday.com must be sent to advertising@GreenSpaceToday.com at least one week prior to preferred ad launch date.

GreenSpaceToday.com Ad Unit Specifications

Leaderboard (Banner)

728 x 90

Static

20K gif/jpg

Animation for ad units may be requested.

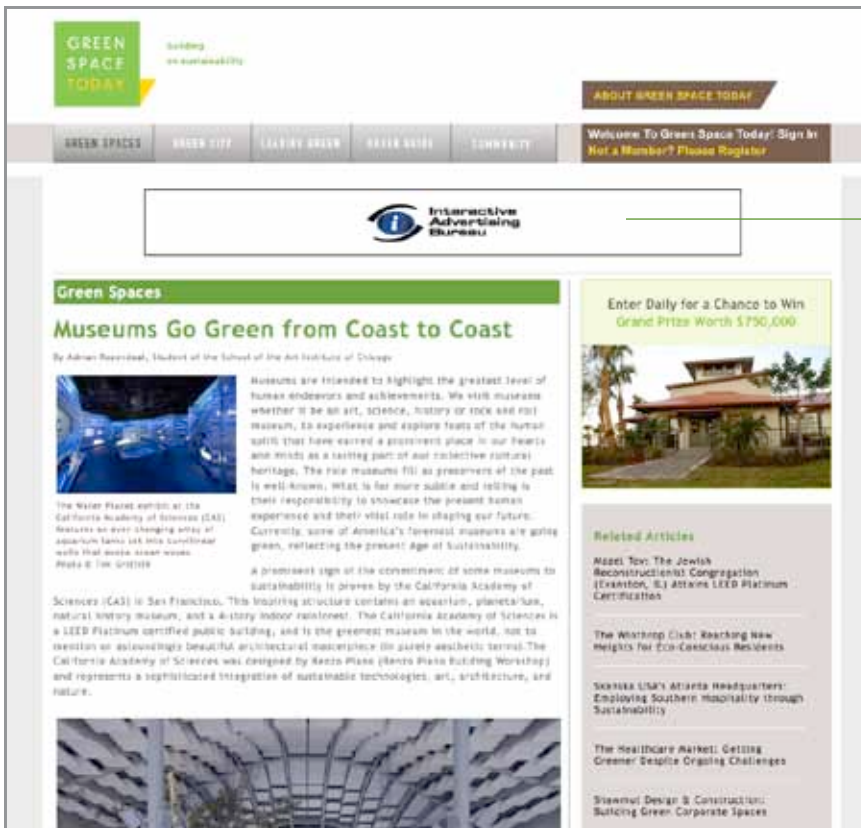
File Format

GIF or JPG. No Java, Interstitials or Superstitials.

All creative must be supplied 7 business days prior to post date. Please provide a unique url for tracking purposes.

Banner Ad Rates:

Preferred placement gives your customers, prospects, and (or) constituents the opportunity to contact you/visit your web site through vaulable placement on Green Space Today's site pages. Share the spotlight with featured companies through our premium, top-of-page placement.



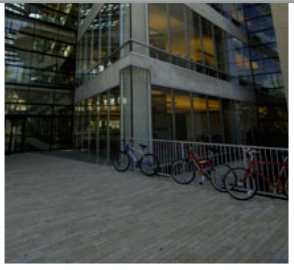

Banner Ad Space:
Leaderboard, 728 x 90
Spaces rotate ROS

Sponsored Link Rates:

List your company, logo and a link to your site on pages throughout Green Space Today. Align your company or NPO with specific feature stories and connect with your target audiences. Sponsored advertisements are permanently placed on a premier online media destination so your target markets will have the opportunity to call you for years to come.

Sponsored Listing

Cost per sponsorship: \$1000

<ul style="list-style-type: none">• Use a swamp cooler, not an air conditioner.• Use a push mower.• Plant a low-water landscape.• Buy local, from the farmer's market.• Shop at local businesses.• Use reusable bags in grocery stores. <p>Green Space Today: What local non-profit environmental organizations do you endorse?</p> <p>Mayor Ralph Becker:</p> <ul style="list-style-type: none">• Utah Clean Energy• HEAL Utah• Western Resource Advocates• Utah Open Lands• Wasatch Community Gardens• SLC Bicycle Collective		<p>The Salt Lake City Main Public Library offers a roof-top garden with a tremendous view of the Salt Lake Valley. <i>Courtesy Salt Lake City Corporation</i></p>
<p>Article Sponsored by: Sponsoring Company Name Please visit our Web site</p> <p>Share / Save </p> <p>Story Tags: Green City</p> <p>Previous Story: Leading Dixie Green Next Story: A New Energy in Texas</p>		
<p>Home Become a Member Privacy Policy Terms of Use About Us Advertise With Us Media Resources Key Contacts Site Map</p> <p>© 2009 BXB Integrated Communications, Inc.</p>		

Sponsored Link:

Logo size:

58 x 14

Do you or your company need help in creating a customized advertisement, classified and (or) developing a strategic marketing campaign? If so, call the specialists of **BXB Integrated Communications, Inc.** today at 708.307.9400 or email to info@bxbic.com or visit us at bxbic.com

BXB Integrated Communications

We integrate teams of organizations and people to create the best results for the real estate/development, architecture, and construction industries.

- . Brand strategy
- . Corporate identity design
- . Print & web design
- . Marketing campaigns
- . Public relations
- . Sales support
- . & special events coordination

CHICAGO
708.307.9400

SAN FRANCISCO
415.786.7141

The following are general terms and conditions governing advertising published in Green Space Today/ GreenSpaceToday.com, published by Publisher BXB Integrated Communications, Inc. By submitting ad artwork, advertiser agrees to all terms and conditions below.

1. Ad rates are guaranteed through 2010. Ad rates are guaranteed throughout life of ad placement contract between advertiser and publisher.
2. Ad impression rate is audited by a third party.
3. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of Green Space Today.
4. Advertising is first come, first serve. Publisher makes no guarantees of ad space availability for new placements.
5. The Publisher is not responsible for errors or omissions in the any adverting materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating Green Space Today's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
7. All advertisements are accepted and published in the Green Space Today upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in Green Space Today, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.
8. It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in Green Space Today. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in Green Space Today, the agency and advertiser agree not to make promotional or merchandising reference to Green Space Today in any way without the prior written permission of the Publisher in each instance.
9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of Green Space Today's rate card will be binding on the Publisher. Publisher has the right to insert the advertising anywhere in Green Space Today at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of Green Space Today (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed.
10. Cost Per Thousand Impression (CPM) ads are invoiced 30 days after the advertisement has been placed. If the advertiser elects to place a CPM ad for multiple months, the advertiser will be billed every thirty days. CPM fees dependent on total number of impressions for specific ads. Sponsored Link fees due prior to launch of respective feature(s).



building on sustainability

Online Advertising Form

Green Space Today Date To Begin Placement Agreement Date

Bill to:

COMPANY NAME	CONTACT NAME		
STREET ADDRESS	CITY	STATE/PROVINCE	ZIP/POSTAL CODE
BUSINESS PHONE	Placement:		
BUSINESS FAX	Web Banner Ads, for CPM rates see Advertising Rate Sheet		
EMAIL	<input type="checkbox"/> PREFERRED	NUMBER OF PLACEMENTS:	NUMBER OF MONTHS:
WEB SITE URL			

Advertiser Information:

COMPANY NAME

Billing Information:

TAX ID#

PAYMENT BY CHECK, MONEY ORDER, CASHIER'S CHECK (MUST BE RECEIVED 5 BUSINESS DAYS PRIOR TO SPONSORED LINK PLACEMENT DATE)

CHECK NUMBER:

Green Space Today is a wholly owned trademark and subsidiary of BXB Integrated Communications Inc.

Cancellation: Cancellation will not be accepted after the space reservation deadline which is 5 business days before agreed advertising start date. All cancellations must be in writing and emailed to BXB Integrated Communications, Inc. at advertising@greenspacetoday.com.

Set-Up Error: BXB Integrated Communications bears no responsibility for ads submitted that are set up incorrectly in any way.

Payment: Payment for sponsored links is due 5 days prior to posting of the Sponsored Link. CPM advertising is due within 30 days of invoice date. Invoices older than 30 days will incur a 1.5% per month finance charge accrued on the unpaid balance and a \$25 late fee. In the event it becomes necessary for BXB Integrated Communications, Inc. to place this Agreement in the hands of an attorney or collection agency for purposes of debt collection, the customer agrees to pay, in addition to any other relief, reasonable attorneys fees and any other costs incurred by BXB Integrated Communications, Inc. or its assignees. Advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials which may violate any law, regulation or ruling of the Federal Trade Commission or infringe any copyright, trademark, or patent and shall defend, indemnify and hold harmless the publisher from all third party claims on account thereof. When no new copy/ad is provided, the copy/ad last run will be repeated for multi-month placements. The publisher reserves the right to reject any advertisement, photograph or illustration which is not deemed to be in keeping with the standards of the publication.

Payment may be made by check, money order or cashiers check.

Payments should be mailed to accounts receiveable:

BXB Integrated Communications
531 Howard Street, Floor 2
San Francisco, CA 94105

Placement:

PREFERRED NUMBER OF PLACEMENTS: NUMBER OF MONTHS:

Sponsored Links

ONE PLACEMENT

ARTICLE SPONSORED:

PLEASE CONTACT US FOR TWO OR MORE LISTINGS

I acknowledge upon signing this contract that I have carefully read and accepted the terms, conditions and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

- I have read and agree to the terms and conditions on page 2 of this form.
- I have read and understand the advertisement specs included in the Green Space Today advertising rate sheet, V.1.

PRINT NAME

AUTHORIZED SIGNATURE (PRINT NAME AGAIN FOR ELECTRONIC SUBMISSION):

DATE

To discuss editorial submissions, advertising opportunities, or other interests please contact us.



Contact Information:

888.945.4442 ext. 105

or

info@GreenSpaceToday.com

GreenSpaceToday.com