

FLORIDA GREEN BUILDING

A Publication of the Florida Green Building Coalition



WHO ARE WE?

Our coalition is **the leader in green building certification in Florida**, educating builders, developers, local governments and consumers about how to achieve a healthier, more environmentally sustainable future.

WHY FGBC?

The FGBC certified nearly

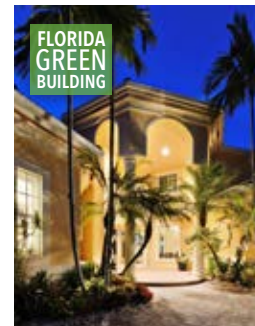
\$7 billion

in green building projects in Florida in 2014.

FGBC is the **largest certifier** of residential, commercial and high-rise green building projects in the state.



ABOUT THE PUBLICATION



Florida Green Building is the official publication of the Florida Green Building Coalition (FGBC). This annual magazine is a critical component of FGBC's communications program and features vital information for people directly involved in the sustainable building industry in Florida. When our readers are ready to contract services and products for their facilities, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *Florida Green Building* magazine.



www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

| Ad Sales Close | Artwork Due | Delivered to Members |
|----------------|-------------|----------------------|
| 5/13/15 | 5/20/15 | August 2015 |

NET ADVERTISING RATES: FLORIDA GREEN BUILDING MAGAZINE

| Size | Rate |
|-----------|---------|
| Covers | \$2,120 |
| Full Page | \$1,800 |
| 1/2 Page | \$1,080 |
| 1/3 Page | \$900 |
| 1/4 Page | \$720 |
| 1/6 Page | \$540 |
| 1/9 Page | \$450 |

The above rates include placement in one issue. Covers include: inside front cover, inside back cover and back cover.

SPECIFICATIONS: FLORIDA GREEN BUILDING MAGAZINE

| Page Size | 8.375" x 10.875" (trim) |
|---------------------|-------------------------|
| Full Page* | 8.375" x 10.875" |
| 1/2 Page Horizontal | 7.875" x 4.937" |
| 1/2 Page Vertical | 3.875" x 10" |
| 1/3 Page Block | 5.187" x 4.937" |
| 1/4 Page Block | 3.875" x 4.937" |
| 1/6 Page Vertical | 2.5" x 4.937" |
| 1/9 Page Vertical | 2.5" x 3.25" |

*Full-page ads are intended to bleed off the page; please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.5" from the page edge.

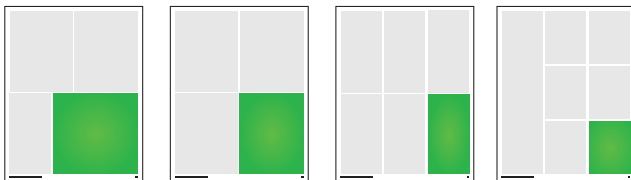


Back Cover (with bleed)

Full Page (with bleed)

1/2 Horizontal

1/2 Vertical



1/3 Block

1/4 Block

1/6 Vertical

1/9 Vertical



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).

NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.

- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.



DESIGN SERVICES

If you need help designing your ad, our graphic designers can design it for you at **no charge**.



PAYMENT TERMS

- Make checks payable to Innovative Publishing
- American Express, MasterCard or Visa accepted



PLEASE CONTACT

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