

# GOING GREEN

## RATE CARD



### 4-COLOR AD RATES

Full Page	\$995
Half Page (Horizontal Only)	\$695

### PREMIUM PLACEMENTS

Back Cover	\$1,295
Inside Front Cover	\$1,195
Inside Back Cover	\$1,095

### SPONSORED CONTENT

Cover Feature	4p	\$2,995
Special Feature	2p	\$1,995
Professional Profile	1p	\$1,495
Columns	1p	\$1,295

### ADDITIONAL SERVICES

Photography, Ad Design, Reprints, Digital Rights

Pricing Available Upon Request

### CIRCULATION / READERSHIP

*Initial Circulation:* 3,300 and Growing

*Geographical Reach:* Upstate New York (Albany to Buffalo)

*Readership:* Executives and key decision-makers who implement initiatives in green building, energy conservation, environmental clean-up, sustainable building, architecture, environmental services, renewable energy, and professional services.

### ABOUT GOING GREEN

Going Green is the premier local market, business-to-business, custom publication focusing on green building and architecture, sustainability, renewable energy, and the environment across upstate New York. Going Green will provide strategically focused, locally relevant, and deeply engaging content to its target

audience with company profiles, informative and educational articles, and green achievements.

### CUSTOM PUBLISHING

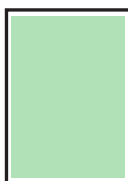
Custom publishing is a form of marketing that involves an editorial product. The content of that editorial supports the marketing and communication objectives of the underwriter. Custom publishing is one of the fastest growing forms of marketing and is one of the most significant growth sectors of publishing today. It's a preferred method for more sophisticated marketers to reach a desired and defined target audience.

Custom publishing differs from advertorial in that the content is not a one-sided, ad-based message. Rather, a sponsored feature/article that offers the unique opportunity to deliver a relevant, engaging message to decision-makers in a manner that will provide credible information to the reader and accountability to your marketing investment.

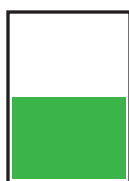
*Going Green* will allow you to maximize the ROI on your content marketing efforts, which will positively impact your bottom line.

It's no longer about counting customers; it's about reaching the customers that count.

### Ad Spacing & Dimensions:



Full Page  
8.375"x11"  
(W X H)



1/2 Page  
8.375"x5.375"  
Horizontal  
(W X H)

### Files Accepted:

- 300 dpi or better
- CMYK
- PDF, TIFF, EPS, PSD, JPEG file format.

### FOR MORE INFORMATION CONTACT

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# CNY PUBLICATIONS