

GreenBuildingAdvisor.com

GreenBuildingAdvisor.com is the most comprehensive source for building, designing, and remodeling high-performance, energy-efficient homes. Designed specifically for professionals, the site provides complete access to all the latest advances in this rapidly evolving environment.



The screenshot shows the Green Building Advisor website homepage. At the top, there is a navigation bar with the site logo, a search bar, and a "Start Your Free Trial" button. Below the navigation bar is a horizontal menu with categories: Home, Green Basics, Blogs, Green Homes, Product Guide, Strategies & Details, and Q&A. A large advertisement for Fujitsu Ductless Heating & Cooling Systems is featured in the center, highlighting energy efficiency, Wi-Fi capability, and individual zoning. Below the ad, there are three main content sections: "News" with a headline about Millennial renters, "Recent Comments" with a list of user feedback, and "Editor's Picks" with three featured articles on solar thermal, exterior walls, and a Denver developer.

Green Building Advisor
The Complete Source for Building, Designing, and Remodeling Green Homes

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Home Green Basics Blogs Green Homes Product Guide Strategies & Details Q&A

FUJITSU **DUCTLESS HEATING & COOLING SYSTEMS**
Energy Efficient | Wi-Fi Capable | Individual Zoning



News
Millennial Renters Will Pay for Smart-Home Tech
Research finds that younger renters place a high value on technology and security
[Read More](#)

1 2 3 4

Recent Comments

- Here is a picture with a
Jeffrey Savage | Dec 06, 2016 03:32 PM EST
- In leaky houses infiltration
Dana Dorsett | Dec 06, 2016 03:31 PM EST
- Exterior Foam application and window details
Jeffrey Savage | Dec 06, 2016 03:29 PM EST
- In cooling dominated US
Dana Dorsett | Dec 06, 2016 03:27 PM EST

Editor's Picks

-  Solar Thermal Is Really, Really Dead
-  Exterior Walls
An article on exterior
-  Denver Developer Focuses on

GreenBuildingAdvisor.com Specs & Rates

Ad Unit	Size	Rate
MREC (Big Box)	300 x 250	\$28
MREC (Big Box) Expansion	300 x 250 (max 504 x 250)	\$30
Leaderboard	728 x 90	\$26
Leaderboard Expansion	728 x 90 (max 728 x 225)	\$30
Wide Sky	160 x 600	\$30
Wide Sky Expansion	160 x 600 (max 200 x 600 left)	\$35
SOV Button Ad	300 x 100	\$850 flat
Homepage Roadblock Sponsorship	728 x 90 and 300 x 250	\$2,000/week
Mobile Sponsorship	320 x 50	\$15
Taunton Audience Platform (TAP)	728 x 90	\$25
Taunton Audience Platform (TAP)	300 x 350	\$25
Geo, Contextual and Behavioral Targeting	300 x 250	\$36
Geo, Contextual and Behavioral Targeting	728 x 90	\$36
Geo, Contextual and Behavioral Targeting	160 x 60	\$36

FILE FORMAT:

.jpg, .swf, .html5

MAX FILE SIZE:

40k at 72 dpi

ANIMATION LOOPS:

15 seconds at 3 loops max with CTA in final frame

RUN OF SITE SPECS AND EXPANSION UNITS:

Accepts third-party banners and site-served banners

Digital Specs & Rates

Rich Media

Ad Unit	Dimensions	File Format	Max File Size	Banners		
				TP	SS	Rate
Pre Roll	High resolution at 1080p (1920 x 1080). 16 x 9 aspect ratio	.mp4, html5	40k at 72dpi with 25 frames per second max, 15 seconds total	Yes	Yes	\$30
Site Skin	Two (2) images: 200 x 800 at 60kb each side. Site content is 1100px.	.jpg, .gif, html5	100k at 72dpi	No	Yes	\$3,300 per day
Interstitial	640 x 480	original .fla, .jpg, .gif, .html5	10 seconds with 24 frames per second max	Yes	Yes	\$60

TP: Third-Party Banners

SS: Site-Serve Banners

PLEASE NOTE:

We accept html5 for all ad unit sizes. Max file size is 200k. Third-party served only.

Rising Star Units to be advertiser created/supplied. Visit Interactive Advertiser Bureau (IAB) website at www.iab.com for more detailed specs.

Rising Star Units

Ad Unit	Dimensions	File Format	Max File Size	Banners		
				TP	SS	Rate
Billboard	970 x 250	.mp4, .jpg, .gif, .html5	60 at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	No	\$35
Portrait	300 x 1050	.jpg, .gif, .html5	80k at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	Yes	\$35
Push Down	970 x 90	.jpg, .gif, .html5	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max.	Yes	Yes	\$35
Film Strip	300 x 600	.gif, .html5, .jpg	60k at 72dpi with 24 frames per second	Yes	Yes	\$35

The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, or distribution.

The Publisher reserves the right to reject, cancel and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.

All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and with the understanding that the contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy and plagiarism) arising out of any advertising published.

Advertising is sold only at earned published rates. Contracts, insertion orders and units for lower rates are accepted.

Advertisements which in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement".

The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher. Oral agreements will not be binding on the Publisher.

The Publisher reserves the right to limit the size of space available to any single advertiser in any single issue. The Publisher also reserves the right both to limit the space available for advertising in any single issue and to refuse to accept advertising (even when submitted prior to the closing date) should the allotted space be filled.

The liability of the Publisher for any error, delay or commission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The Publisher cannot assume responsibility for errors or omissions in key changes.

Frequency Discounts

Frequency rates are determined by the number of display insertions appearing within a 12-month period from the date of the first insertion. An advertising schedule of mixed-size ads may be used to earn a frequency discount.

Frequency discounts also apply to marketplace advertising. Display advertisements, marketplace advertisements, cannot be mixed to earn frequency discounts. Unfulfilled contracts will be short-rated to the lowest rate earned.

Combined Frequency

In many cases we do offer combined frequency with other Taunton Press titles pursuant to the guidelines stated above.

Other Discounts

15% discount for "camera-ready" files prepared to our specifications. Ads are not camera-ready if they require more than a key change. Net due 30 days from invoice date. 2% of net discount if paid within 10 days of invoice date. New advertisers must submit payment with first insertion. Credit references are given individual consideration for accredited agencies. Publisher-set ads do not qualify for discounts. A 25% discount is available to advertisers able to produce evidence that they are educational enterprises, i.e., schools. The ad must be for an educational program. This discount is taken from the gross earned frequency rate and the resulting amount is commissionable.

Special Ad Requests

All special advertising requests, such as: inserts, gatefolds, A/B splits, and regional requests will be quoted on an "as requested" basis. All special insertions are subject to limitations as set forth by the publisher.

Cancellations/Changes

Cancellations or changes in orders are not accepted after an issue closing date. A previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

Returns

The Publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

Web Advertising

Call your Advertising Representative for details regarding advertising or go to:

www.finewoodworkingmediakit.com

www.finehomebuildingmediakit.com

www.threadsmagazinemediakit.com

www.finegardeningmediakit.com

www.finecookingmediakit.com