

# CANADIAN JOURNAL OF GREEN BUILDING & DESIGN

## Canadian Journal of Green Building & Design

An information source for Canada's Sustainable Building Professionals

### "LEED", "green" and "sustainable"

These are more than just buzzwords; they are the direction in which Canada's green building industry is moving. More than 10,000 individuals have become LEED Accredited Professionals in Canada and that number is increasing rapidly as the demand for green projects explodes.

### Newsstand-Quality Design & Must-Read Content

Canadian Journal of Green Building & Design will continue to shine a light on Canada's green building industry, from profiles of builders, products and projects, to highlighting green building initiatives and the work that organizations like the Canada Green Building Council are doing. Editorial content consists of high quality material provided by industry insiders and sustainable building leaders.

### 17,000 Print (on FSC stock) & 16,000 electronic copies nationally distributed to leaders in Canada's Green Building Industry.

Canadian Journal of Green Building & Design has become a vital information source on the country's green building scene, educating the decision makers and bringing green building news directly to industry stakeholders. Focusing on the sustainable building industry as a whole, the magazine is mailed directly to Canadians from all sectors involved in the industry which includes architects and engineers, general, and mechanical contractors, home builders and renovators, building owners and facility managers, interior designers and decorators, real estate professionals, as well as to Canadian municipalities, and government officials of related Federal and Provincial Agencies.

### "Canadian Journal of Green Building & Design" a magazine who's time has come.

Today's green building trend will be tomorrow's common practice. Position your company's products or services at the forefront of this movement by showcasing them in the Canadian Journal of Green Building & Design.

### Testimonials

Upon returning from an exciting week at GreenBuild 2010, I discovered that a friend had passed along a copy of the Canadian Journal of Green Building and Design magazine. I am sending this email to request that I please be added to your distribution list.

Your publication is excellent! Keep up the good work.

**Michael Calvert**

Global Practice Lead, Green Building  
Global Business Opportunities Bureau  
Foreign Affairs and International Trade Canada  
Government of Canada

I received my copy of Canadian Journal of Green Building & Design and enjoyed it very much. I look forward to the online content.

**Michael Wymant, LEED AP®**

Director of Sustainability, BLJC, Markham, Ontario

Thank you for sending me the premier issue of the new magazine. It is absolutely great with good articles. I like the section with the list of newly certified buildings.

The advertising is also good, very pertinent to green building.

Keep up the good work and I am looking forward to seeing the next issue"

**Claude Mongrain P.Eng.**

I just received the latest copy of The Canadian Journal of Green Building and Design and I wanted to congratulate all those involved in putting together this magazine. I find it very well done and the articles of great interest for someone like me who has a very keen interest in anything to do with sustainable development and green building design. It is a very good source of information on what is going on in these fields and is even motivating and encouraging when we read about all that is happening.

Keep up the good work and thanks to all for your good efforts and a job well done.

**Guy Deschênes | Ingénieur, Développement Durable**

PA LEED GENIVAR

### Donna Billey

Associate Publisher/Advertising Sales

Market Zone Productions Ltd.  
218 - 301 Weston Street  
Winnipeg, MB R3E 3H4

**P:** 1.888.634.5556 x 103

**F:** 1.888.666.1795

**E:** dbilley@marketzonepro.com

[marketzonepro.com](http://marketzonepro.com)

Canadian Journal of Green Building & Design magazine is supported by:





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The Canada Green Building Council (CaGBC) is pleased to renew its partnership with Market Zone Productions Ltd. of Winnipeg, publishers of the Journal of Green Building Design Magazine. Each issue will feature information on upcoming CaGBC activities.

The partnership with Market Zone Productions provides CaGBC with another forum to promote its mission to “lead and accelerate the transformation to high-performing, healthy green buildings, homes and communities throughout Canada”.

Market Zone Productions is committed to producing a high quality publication which will provide timely information to the fast changing green building industry.

Sincerely,

Sarah Burns

VP, Communications & Marketing

CaGBC

# CANADIAN JOURNAL OF GREEN BUILDING & DESIGN

## Rate Card

Net Full-Colour Rates Per Issue	1/2x	3/4x	5/6x
Full Page	\$4300.00	\$4150.00	\$4000.00
2/3 Page	\$3075.00	\$2975.00	\$2875.00
1/2 Page Island	\$2850.00	\$2750.00	\$2675.00
1/2 Page	\$2400.00	\$2300.00	\$2200.00
1/3 Page	\$1675.00	\$1575.00	\$1525.00
1/4 Page	\$1300.00	\$1250.00	\$1200.00
1/6 Page	\$900.00	\$860.00	\$820.00

*Special request ad placements allotted on a first-come first-served basis*

Premium Positions	1/2x	3/4x	5/6x
Double Page Spread	\$7100.00	\$6900.00	\$6700.00
Outside Back Cover	\$5100.00	\$4900.00	\$4700.00
Inside Front Cover	\$4700.00	\$4500.00	\$4300.00
Opposite Inside Front Cover (p.3)	\$4700.00	\$4500.00	\$4300.00
Opposite Table of Contents	\$4700.00	\$4500.00	\$4300.00
Inside Back Cover	\$4400.00	\$4200.00	\$4100.00



## The Digital Edition of Canadian Journal of Green building & Design

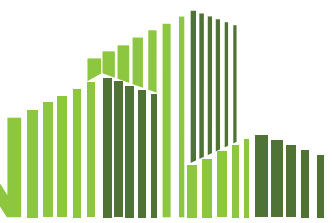
This high-end interactive version of the print magazine will be delivered electronically to 16,000 industry related recipients. Placing your advertisement in the print version of Canadian Journal of Green Building & Design will automatically include you in our digital format circulation. Plus your ad will be hyper linked directly to your website. Ask your Sales Representative for an online demonstration of the many unique new opportunities to enhance your company's message in this exciting new format.

## 2012/13 Production Schedule

Issue	Materials Deadline
May/June	May 18/12
July/Aug.	July 30/12
Sept./Oct.	Sept. 24/12
Nov./Dec.	Nov. 26/12
Jan. /Feb.	Jan. 23/13
Mar./April	Mar. 26/13



19,000 Print and 16,000 electronic copies to Canada's sustainable building industry. Ask your sales rep for an online demonstration of our state of the art digital publication.



CANADIAN JOURNAL OF **GREEN**  
**BUILDING & DESIGN**  
 Electronic Edition

Enhance your company's presence in the electronic edition of the Canadian Journal of Green Building & Design magazine.

This eco-friendly publication is distributed to 16,000 recipients in the sustainable building industry and is the preferred delivery format of a significant number of our readers.

### Digital Advertising Options/Rates

### Rate Per Issue

Tool Bar Logos	\$175 (88 pixels wide x 31 pixels high)
Sponsorship Positions Horizontal Banner	\$500 per spot (468 pixels wide x 60 pixels high)
Sponsorship Positions Vertical Banner	\$600 per spot (120 pixels wide x 600 pixels high)
Digital Edition Sponsorship Lead Page	\$1500 (550 pixels wide x 480 pixels high)
Integration of Video Clips	\$350 per minute (minimum charge of \$1000)
Integration of Audio Clips	\$350 per minute (minimum charge of \$1000)
Integration of Flash elements	\$700 per element
Bellyband	\$1100 (2 pages, 2 sided)
BRC/Insert Card	\$750 per card (2 pages, 2 sided)
Gatefold	\$1200

Clicking on the following link will provide you with an opportunity to view the above options and their capabilities.

<http://www.nxtbook.com/dawson/marketzone/salesbook/>

## SUSTAINABLE BUILDING E-NEWS

This exciting new digital publication is circulated bi-monthly to 16,000 leaders in Canada's sustainable building industry. Get the latest news on the most current sustainable projects as well as reports on innovative new products and services.

The Sustainable Building News is a great way to showcase your product or services to Canada's sustainable building professionals!

### E-newsletter Advertising Rates

### Rate per Issue

	2x	4x	6x
Button Ad: (170 pixels x 125 pixels)	\$350	\$300	\$250
Super Banner Ad: (650 pixels x 80 pixels)	\$1000	\$925	\$800
Green Tip: (460 pixels x 90 pixels)	\$1000	\$925	\$800

Exclusive e-blast opportunities available, contact your sales rep for a customized quotation.

*Rates expressed in Canadian funds and subject to applicable taxes.*

# CANADIAN JOURNAL OF GREEN BUILDING & DESIGN

## Technical Specifications

### Magazine Specifications

**Canadian Journal of Green Building & Design** magazine is printed on a modern offset press that is capable of high-resolution (200 line screen) reproduction. This superior printing process produces a finished product with increased sharpness and richer colour saturation than most typical trade publications. The magazine is saddle-stitched and printed on quality coated FSC certified stock.

### Artwork Requirements

For optimum reproduction all digital colour files should be supplied in CMYK mode at 300 dpi resolution.

Greyscale artwork should be provided at 300 dpi, and line art should be at 600 dpi.

Accepted file formats are High-res PDF, EPS, TIFF or JPEG. All fonts should be embedded in the file.

Files should have no less than a .5" or 3p0 interior margin on all sides.

### Upload Instructions

Upload your press ready files or your photos, logos and send your ad text in a word document to:

<http://dropbox.yousendit.com/donnabilley716744>

Or contact your sales representative and he will send you a link to his dropbox site.

### Design Services

The Publisher has a free professional ad design service available for magazine and direct mail advertisers.

Magazine Trim Size: 8.5" x 11" | Live Area: 7.5 x 10

### Magazine Ad Sizes:

Size	Width	Height	Size	Width	Height
Double Page Spread Bleed	17.25"	11.25"	1/3 Page Square	4.583"	4.583"
Full Page No Bleed	7"	9.5"	1/3 Page Horizontal	7"	3"
Full Page Bleed	8.75"	11.25"	1/3 Page Vertical	2.21"	9.5"
2/3 Page Horizontal	7"	6.33"	1/4 Page Horizontal	4.556"	3.416"
2/3 Page Vertical	4.639"	9.5"	1/4 Page Vertical	3.416"	4.556"
1/2 Page Horizontal	7"	4.556"	1/6 Page Horizontal	4.556"	2.21"
1/2 Page Vertical	3.416"	9.5"	1/6 Page Vertical	2.21"	4.556"
1/2 Page Vertical Island	4.583"	7"			

