INNOVATION
Three innovators answer the call for sustainable building materials with game-changing bio-based products.

GLOBAL
Italy's Stefano Boeri plans to transform one of the world's most polluted cities, Shijiazhuang, China, into an oasis of habitable forest.

LOCAL
Crossing Water brings clean water to Flint, Michigan, by employing a model that addresses needs beyond access to clean water.

PLACES
Boston is working with outside agencies, private businesses, and area universities to improve quality of life for residents.

PROJECTS
In a city steeped in revolutionary spirit, Boston Properties pushes the boundaries of sustainable design.

PEOPLE
Five of Texas's cities demonstrate a strengthening commitment to sustainability in the nation's largest red state.

EDUCATION
Education @USGBC offers better access to knowledge to help maintain LEED credentials.

HEALTH
Green Health Partnership aims to make health promotion standard within the built environment.

CONNECTIVITY
The Blairs Masterplan in downtown Silver Spring may be the future of sustainable urban design.

THE OFFICIAL MEMBERSHIP MAGAZINE OF THE U.S. GREEN BUILDING COUNCIL
THE U.S. GREEN BUILDING COUNCIL
and its community are changing the way buildings
and communities are designed, built and operated.

We believe in better buildings; spaces that
complement our environment and enhance our
communities. Spaces that give people better,
brighter, healthier places to live, work and play.
The green building industry as a whole is a powerful community, consisting of a broad cross-section of individuals who engage with green building in myriad ways.

LEED® & GREEN BUILDING
GENERATE BIG ECONOMIC IMPACT

LEED WILL DIRECTLY CONTRIBUTE
$29.8 BILLION
TO GDP BY 2018

GREEN CONSTRUCTION
WILL DIRECTLY CONTRIBUTE
1.1 MILLION JOBS BY 2018

GREEN CONSTRUCTION
WILL DIRECTLY CONTRIBUTE
$75.6 BILLION
IN WAGES BY 2018

LEED WILL DIRECTLY CONTRIBUTE
386,000 JOBS BY 2018

LEED IS FORECASTED TO DIRECTLY ACCOUNT FOR
$26.2 BILLION IN WAGES BY 2018

2015
THE MEDIAN DIRECT CONTRIBUTION
TO STATE ECONOMIES IS FORECAST AT
$934 MILLION

2018
THE MEDIAN DIRECT CONTRIBUTION
TO STATE ECONOMIES IS FORECAST AT
$1.3 BILLION

FROM 2015-2018 LEED-CERTIFIED BUILDINGS
ARE ESTIMATED TO HAVE AS MUCH AS...

$1.2 BILLION
IN ENERGY SAVINGS

$149.5 MILLION
IN WATER SAVINGS

$715.3 MILLION
IN MAINTENANCE SAVINGS

$54.2 MILLION
IN WATER SAVINGS
WHO WE ARE

USGBC is made up of tens of thousands of member organizations, chapters and student and community volunteers who are moving the building industry forward in a way that has never been seen before.

We are a diverse group of builders and environmentalists, corporations and nonprofits, teachers and students, lawmakers and citizens. Today we are 12,100 member organizations and 201,300 LEED professionals strong, sharing the same vision of a sustainable built environment for all within the next generation.

USGBC’s four membership levels reflect different engagement and impact.

Average length of an organization’s USGBC membership: 5 years

THE USGBC MEMBER NETWORK

12,100 member companies; 13 million employees of whom 201,300 are directly engaged with USGBC membership; and $2.4 trillion total revenue of member companies.
Distribution of Member Companies by Professional Sector

- 5,627 Professional Firms - Architects, Engineers and Designers
- 2,472 Contractors and Builders
- 1,233 Product Manufacturer
- 425 Non-Profit Organizations
- 467 Educational Institutions
- 403 Real Estate/Providers
- 361 Other
- 854 Corporate and Retail
- 81 Professional Societies/Trade Associations
- 305 State and Local Government
- 163 Utilities and Energy Services
- 40 Federal Government
- 14 Financial Institutions
- 22 Insurance Companies

U.S. Green Building Council Member Magazine
EDITORIAL MISSION

FEATURE STORIES
Explore the life and work of people who design and craft intelligent high-performance buildings and bring to light the creativity and passion behind every green building project through in-depth features based on each issue’s theme.

LEED IMPACT CATEGORIES
Uncover the human journey and impact of livable spaces through in-depth strategy stories structured around “What a LEED project should accomplish.”

- Reverse contribution to climate change
- Enhance individual human health and well being
- Protect and restore water resources
- Enhance biodiversity and ecosystem services
- Build a green economy
- Enhance social equity, environmental justice and community
EDITORIAL MISSION/CALENDAR

DEPARTMENTS

Professional Pulse
Explores the unique personality, perspectives, and experiences of our leading green professionals.

Policy Corner/Advocacy
Examines green building advocacy issues, campaigns, and coalitions.

Chapters/Communities
Highlights USGBC chapters and community activities.

LEED ON
Spotlights green building professionals—renowned architects, developers, innovative entrepreneurs, and business leaders—to learn what inspires and motivates them.

2018 Theme: The New Way Forward

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Ad Space Deadline</th>
<th>Materials Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINTER</td>
<td>Cities/Communities</td>
<td>5 JAN 2018</td>
<td>15 JAN 2018</td>
</tr>
<tr>
<td></td>
<td>• First LEED Certified City</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Urban Design for Healthier Cities</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Evolution of the Green Consumer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPRING</td>
<td>BONUS DISTRIBUTION State of the Market (Industry trends)</td>
<td>5 APR 2018</td>
<td>12 APR 2018</td>
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<tr>
<td></td>
<td>(AIA Show Issue and Green Schools Conference Issue)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Education Moving Forward</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Environment and Health</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Urban Mobility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUMMER</td>
<td>Innovation</td>
<td>4 JUN 2018</td>
<td>11 JUN 2018</td>
</tr>
<tr>
<td></td>
<td>• At Home, Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• International Innovation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Think Global, Act Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FALL</td>
<td>BONUS DISTRIBUTION Human x Nature (GREENBUILD Show Issue)</td>
<td>4 SEP 2018</td>
<td>14 SEP 2018</td>
</tr>
<tr>
<td></td>
<td>• Green for All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Innovation and Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Transforming the Built Environment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Editorial focus subject to change
# PRINT AD RATES & SPECS

## Gold/Silver Member Net Rates*

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,535</td>
<td>$4,125</td>
<td>$3,750</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,905</td>
<td>$2,640</td>
<td>$2,400</td>
</tr>
<tr>
<td>Third Page</td>
<td>$2,210</td>
<td>$2,005</td>
<td>$1,825</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,890</td>
<td>$1,720</td>
<td>$1,565</td>
</tr>
<tr>
<td>Inside Front &amp; Back Cover</td>
<td>$5,515</td>
<td>$5,015</td>
<td>$4,560</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$5,880</td>
<td>$5,345</td>
<td>$4,860</td>
</tr>
</tbody>
</table>

## Organizational/Non Member Net Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,375</td>
<td>$4,885</td>
<td>$4,440</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,430</td>
<td>$3,115</td>
<td>$2,835</td>
</tr>
<tr>
<td>Third Page</td>
<td>$2,615</td>
<td>$2,375</td>
<td>$2,160</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$2,300</td>
<td>$2,090</td>
<td>$1,900</td>
</tr>
<tr>
<td>Inside Front &amp; Back Cover</td>
<td>$6,685</td>
<td>$6,075</td>
<td>$5,525</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$6,820</td>
<td>$6,315</td>
<td>$5,855</td>
</tr>
</tbody>
</table>

Rate is based on per issue cost. Non-member pricing additional 10%.

* Platinum Members call for special pricing.

## Ad Specs:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>9</td>
<td>10.875</td>
</tr>
<tr>
<td>Full Page (Bleed)</td>
<td>9.25</td>
<td>11.125</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>7.5</td>
<td>4.687</td>
</tr>
<tr>
<td>Half Vertical</td>
<td>3.664</td>
<td>9.75</td>
</tr>
<tr>
<td>Third Vertical</td>
<td>2.375</td>
<td>9.75</td>
</tr>
<tr>
<td>Quarter Vertical</td>
<td>3.664</td>
<td>4.687</td>
</tr>
</tbody>
</table>

## Artwork Requirements

- Press optimized PDF with all graphics and fonts embedded
- Send compressed/flattened files and not editable PDFs
- Save as high-res PDF (DO NOT embed color profile)
- Choose a press-quality or high-quality print option and under “general” options, uncheck “preserve photoshop editing capabilities.” This will create a flattened PDF, i.e. no layers. Save the original photoshop file as layers for your own use for future editing.
- Embedded images must be CMYK or Grayscale, TIFF/EPS
- Images must be minimum 300 dpi
- Fonts used must be Type 1 or OpenType fonts

NOT accepted:
- Microsoft Publisher and Microsoft Word are NOT accepted formats
- No RGB or JPEG images
- No TrueType font substitutions

## Electronic Ad Submission Instructions

- Name your PDF file in the following format: CompanyName_Issue_Year.pdf
- E-mail artwork files to: eric.peterson@thecontentworx.com

Contact Eric Peterson for advertising opportunities eric.peterson@thecontentworx.com 202-256-0939
ONLINE AD RATES & SPECS

USGBC members purchase and/or influence the purchase of products and services. It is vital to reach them via integrated media opportunities that include both print and online components. Reach 44,000+ decision makers decision makers 24/7, 365 days a year at http://plus.usgbc.org.

Advertising Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Rate per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footer Banner</td>
<td>$3,250</td>
</tr>
<tr>
<td>1130x180</td>
<td></td>
</tr>
<tr>
<td>Tower</td>
<td>$3,000</td>
</tr>
<tr>
<td>300x600</td>
<td></td>
</tr>
<tr>
<td>Sponsor Video</td>
<td>$2,500</td>
</tr>
<tr>
<td>3:00 Max Length</td>
<td></td>
</tr>
</tbody>
</table>

*USGBC will limit the number of ads in rotation each month.

File Submission

Name your file in the following format:
Company/Name_Issue_Year
E-mail ad files to: eric.peterson@thecontentworx.com
Max File Size: 200KB
Expansion not allowed for these units
Animation: 15 seconds max
Videos should be embedded in Vimeo or YouTube player with static intro screen.
CONTRACT

Advertiser ___________________________ Date ___________________________

Contact Name ___________________________ Agency ___________________________

Contact Title ___________________________ Contact Name ___________________________

Telephone ___________________________ Telephone ___________________________

Email ___________________________ Email ___________________________

Mailing Address ___________________________ Mailing Address ___________________________

City __________________ State __________________ Zip __________________

City __________________ State __________________ Zip __________________

Contact for materials: □ Advertiser  □ Ad Agency  □ Bill: □ Advertiser  □ Ad Agency

Print Ad

<table>
<thead>
<tr>
<th>Size</th>
<th>Issues Running</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ 1/4 Pg</td>
<td>□ Winter</td>
<td></td>
</tr>
<tr>
<td>□ 1/3 Pg</td>
<td>□ Spring</td>
<td></td>
</tr>
<tr>
<td>□ 1/2 Pg</td>
<td>□ Summer</td>
<td></td>
</tr>
<tr>
<td>□ Full Pg</td>
<td>□ Fall</td>
<td></td>
</tr>
</tbody>
</table>

Online Ad

<table>
<thead>
<tr>
<th>Size</th>
<th>Issues Running</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ 1130x180 (footer)</td>
<td>□ Winter</td>
<td></td>
</tr>
<tr>
<td>□ 300x600 (tower)</td>
<td>□ Spring</td>
<td></td>
</tr>
<tr>
<td>□ Sponsor Video</td>
<td>□ Summer</td>
<td></td>
</tr>
<tr>
<td>□ Fall</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Membership

<table>
<thead>
<tr>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Platinum $20,000</td>
</tr>
<tr>
<td>□ Gold $5,000</td>
</tr>
<tr>
<td>□ Silver $1,500</td>
</tr>
<tr>
<td>□ Organizational $300</td>
</tr>
</tbody>
</table>

Summary of Costs

<table>
<thead>
<tr>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Space $</td>
</tr>
</tbody>
</table>

Artwork: □ Use same art for all ads

    □ Use new art for each ad (Include individual insertion instructions as required.)

Payment: □ Bill full amount  □ Bill each insertion

Special instructions: ___________________________

AUTHORIZATION:

Advertiser/Agency Signature ___________________________ Date ___________________________

USGBC Signature ___________________________ Date ___________________________

SUBJECT TO TERMS OUTLINED IN OUR ADVERTISING SPECIFICATIONS

Advertising Contact: Eric Peterson  |  (202) 256-0939  | Email: eric.peterson@thecontentworx.com
ADVERTISING POLICY

Print Advertising Terms and Agreements
1. USGBC reserves the right to review and possibly reject any advertising.
2. Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed in writing. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
3. USGBC does not guarantee a specific circulation or readership for an advertisement.
4. A contract year is six consecutive issues.
5. Advertisers with two or more divisions may group insertions for frequency discounts.
6. Cancellations will not be accepted after the closing date for reservations and the scheduled insertion will be billed regardless of whether the ad actually is printed in the issue.
7. New materials are due at least 15 days prior to the issue date or the publisher has permission to pick up the ad used in the previous issue.
8. Requested positions are not guaranteed unless a special position premium has been paid or the position agreed in writing.
9. The advertiser and agency assume liability for all content, including text and illustrations of advertising published, and also assume responsibility for any claims made against USGBC, including the cost associated with defending such a claim.
10. All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked “advertisement.”
11. USGBC shall be under no liability for failure, for any reason, to insert an ad.
12. Any revision or special handling required for advertising materials will be billed to the advertiser and USGBC shall be under no liability for accuracy of changes requested.
13. USGBC does not assume liability for the return of advertising material.
14. Rates are based on negatives, camera-ready art or acceptable electronic materials. See mechanical specifications.
15. Advertisers or their designated agencies will be invoiced on publication.
16. Payment is due within 30 business days of the invoice date. No early or prepayment discount may be applied.
17. Advertisers who do not keep accounts up to date may be prohibited from advertising or required to prepay.

Online Advertising Terms and Agreements
1. USGBC reserves the right to review and possibly reject any advertising.
2. USGBC does not guarantee a specific number of impressions or click throughs.
3. USGBC advertising must be prepaid.
4. Insertion orders must be submitted at least 10 days before issue month and cancellations are not permitted after this date.
5. Ad materials and linking information must be received five days before issue month or previous ad will be used.
6. Any advertisement which has a detrimental impact on the site, or causes a negative user experience will be pulled from the site without notice.
7. Advertisers and advertising agencies are jointly responsible for payment of all insertions unless otherwise agreed in writing. If payment cannot be collected from the agency for any reason, the advertiser will be held responsible.
8. The advertiser and agency assume liability for all content, including text and illustrations of advertising published, and also assume responsibility for any claims made against USGBC and its representatives, including the cost associated with defending such a claim.
9. All advertising that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked “advertisement.”
10. USGBC shall be under no liability for failure if the ad does not appear in the e-mailed version of the magazine or on the designated website page(s), or has a broken link.
11. Rates are based on supplied files meeting the published specifications.

Acceptance of Contracts
• No refund will be allowed for errors in submitted advertisements.
• The advertiser and/or the advertiser’s agency agree to indemnify the publisher against all expenses of any nature arising from the unauthorized use of names or pictures and copyright infringement in their advertisements.
• Cancellation policy: Client must cancel in writing, including reason for cancellation. Written notice must be received BEFORE the insertion order deadline of upcoming issue. Fax or email is acceptable. Client will be billed the difference in rates times the number of issues run.
• Advertiser must complete the total program of insertions to qualify for the frequency rate. If advertiser cancels any portion of this program prior to completion, it will result in a loss of any unearned discounts and billing at the advertiser’s actual earned frequency rate.
• The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher’s liability for any errors will not exceed the cost of the advertisement.
• All advertising rates and conditions are subject to change without notice.
The U.S. Green Building Council (USGBC) is a 501(c)(3) nonprofit organization committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings.