Northeast Sustainable Energy Association's BuildingEnergy

MEDIA GUIDE

GAIN DIRECT ACCESS TO KEY LEADERS IN THE MORE THAN $330 BILLION GREEN BUILDING INDUSTRY.

BuildingEnergy annual print and digital magazine

FOR MORE INFORMATION, PLEASE CONTACT:

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Naylor Association Solutions
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(352) 333-3343
WHY ADVERTISE?

- BuildingEnergy readers are the Northeast’s leading professionals and purchasing managers in the fields of sustainable energy and building.
- The NESEA community includes top Architects, Engineers, Builders, Energy Consultants, Renewable Energy providers, Facilities Managers, Educators, Policy Makers, Planners and more.
- Our readers are in the market for products and services related to clean renewable energy, sustainable building materials and super-efficient building techniques such as:
  - High Performance Mechanical Systems
  - Air Source Heat Pumps
  - Ventilation Equipment
  - Windows
  - Architecture/Design-Build Services
  - Engineering Services
  - Utility Incentive Programs/Utility Management
  - Energy Auditing
  - Monitoring/Testing Equipment
  - Sustainability Training/Education Programs
  - Financing Solutions

WHO WE ARE

The Northeast Sustainable Energy Association (NESEA) advances the adoption of sustainable energy practices in the built environment by cultivating a community where practitioners share, collaborate and learn.
# BUILDINGENERGY

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$2,799.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,619.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,439.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,989.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,729.50</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$1,489.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,279.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$949.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$729.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$589.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$449.50</td>
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<table>
<thead>
<tr>
<th>Black-and-White Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,069.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$909.50</td>
</tr>
<tr>
<td>1/2-Page Island</td>
<td>$799.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$679.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$499.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$399.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$299.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$239.50</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

| HTML5 Ad | $1,350 |
| Digital Ad Display Package 1 | $1,250 |
| Digital Ad Display Package 2 | $1,100 |
| Digital Video | $950 |
| Digital Insert | $800 |

NESEA members receive a 15% discount on all display advertising rates!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. For digital advertising sales advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (Rates as of 02/2019)
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Northeast Sustainable Energy Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of NESEA.

- A&B Cooling & Heating
- Anchor Insulation Company
- Association for Energy Affordability Inc.
- Auburndale Builders
- Baja Carports
- Bensonwood
- Build Equinox
- Burrington’s Solar Edge
- Cellu-Spray
- Center for EcoTechnology
- Central Home Energy Experts
- Coldham & Hartman Architects
- Con Edison/Power Your Way
- Cotuit Solar, LLC
- DEAP Energy Group, LLC
- Dietz & Company Architects, Inc.
- Dryvit Systems, Inc.
- Dynamik Renovation
- Eco-logic Studio
- EFI
- European Architectural Supply
- Fitch Architecture & Community Design
- Foard Panel
- Fred Davis Corporation
- Garland Mill Timberframes
- George Penniman Architects, LLC
- GO Logic, LLC
- Gotham 360
- Halfen USA Inc.
- Huber Engineered Woods LLC
- Ice House Partners
- ICON Architecture, Inc.
- Ideal Concrete Block
- Integrated Eco Strategy
- Jim Muka, Window Sales
- Kuhn Riddle Architects
- Legend Power Systems Inc.
- Maclay Architects
- McCauley Lyman, LLC
- National Grid
- New Energy Works Timberframers
- New England Solar Hot Water
- Next Phase Studios, Inc.
- NYSERDA
- Passive House Institute US (PHIUS)
- Peterson Engineering Group
- Pinnacle Window Solutions
- Power House Energy
- Preferred Utilities Manufacturing Corporation
- PV Squared
- R. J. Aley Building Contractors
- Retrotec
- RH Irving Homebuilders
- RST Thermal
- Schock USA Inc.
- Skillings & Sons, Inc.
- SolaBlock
- Stephen Turner, Inc.
- Stiebel Eltron, Inc.
- The Murus Company, Inc.
- Timeless Architecture
- Two Storey Building
- Urban Habitat Initiatives, Inc.
- Valley Home Improvement
- Wright Builders, Inc.
- Yardi Systems, Inc.
- Yestermorrow Design/Build School
- Zehnder America, Inc.
- ZeroEnergy Design
BUILDINGENERGY DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

The BuildingEnergy is also available to members in a fully interactive digital magazine. Our digital magazine is mobile responsive and HTML5 optimized, providing readers with an exceptional user experience across all devices.

THE DIGITAL MAGAZINE LETS YOU:

- Include ads on an HTML5 and mobile responsive platform
- Link your ad to the landing page of your choice
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on NESEA’s website. A full archive of past issues is available, ensuring longevity for your online presence

DISPLAY AD PACKAGES

Your package will include a banner position showing on all pages of the Replica page view, as well as a mobile banner placed in the table of contents in the HTML reading view.

Display Ad Package 1 | $1,250
1 Leaderboard (Replica Page View)
The leaderboard ad will appear right above the magazine on all pages of the replica page view.

2 Top TOC Banner (HTML Reading View)
The top TOC mobile banner will appear as the top banner in the table of contents of the HTML reading view.

Display Ad Package 2 | $1,100
3 Rectangle (Replica Page View)
The rectangle ad will appear below the table of contents, locked on-screen for all pages of the replica page view.

4 2nd TOC Mobile Banner (HTML Reading View)
The second TOC mobile banner will appear after every 3 articles.

IN-MAGAZINE DIGITAL OPTIONS

HTML5 Ad | $1,350
Placed between article pages in the digital magazine, this mobile responsive ad option gives you the freedom to include your content across a variety of devices. HTML5 ads allow you to include text, images, hyperlinks and video.

Digital Insert | $800
Your message will appear as a display ad between any article pages in the digital magazine.

Digital Video Sponsorship | $950
Displaying between or within digital magazine articles, the video option will let your company deliver its message to your target audience.

For the latest online specs, please visit: http://www.naylor.com/gtxcelspecs
BUILDINGENERGY
INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Alternative Energy
- Architecture
- Biomass
- Building Design & Construction
- Certifications & Standards
- Cities & Communities
- Commercial & Institutional
- Composting
- Construction Process
- Consulting
- Consumer Information
- Design Process
- Education/Educational Programs
- Electric/Hybrid Vehicles
- Energy Auditing
- Energy Conservation
- Engineering Services
- Envelope & Enclosure
- Finance/CPA
- Fuel Cell
- Geothermal
- High Performance Mechanical Systems Home Inspection
- HVAC
- Indoor Air Quality
- Insulation
- Insurance
- Landscape Design
- Lighting Design/Supply
- Manufacturing
- Marketing
- Mechanical Systems & Lighting
- Money & Business
- Monitoring/Testing Equipment
- Multifamily
- Net Zero Energy
- Passive Housing
- Pavement
- Photovoltaics
- Public Policy
- Real Estate
- Remodeling/Deep Energy Retrofitting
- Renewables & The Grid
- Research
- Roofing
- Single Family
- Social Services
- Solar Thermal
- Solar/PV Design Services
- Sustainability Training
- Utility Incentive Programs
- Ventilation Equipment
- Wind
- Windows
- Other: _______________________

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

_________ Additional Categories X $20 = $____________________
Initial:_________ Date:____________________
# Print Advertising Specifications

## Building Energy

### Magazine/Directory Trim Size: 8.375" x 10.875"

<table>
<thead>
<tr>
<th>Layout</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>7&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>4.583&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>3.333&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2.166&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.166&quot; x 3.333&quot;</td>
</tr>
</tbody>
</table>

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

## Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

## Production Services, Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Specs for Outsert/Inserts

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Page</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Double Page</td>
<td>17&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.625&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Half Page Long</td>
<td>7&quot; x 4.583&quot;</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.333&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>4.583&quot; x 3.333&quot;</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2.166&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.166&quot; x 3.333&quot;</td>
</tr>
</tbody>
</table>

## Digital Edition

For more information, visit: [http://www.naylor.com/digitalmagspecs](http://www.naylor.com/digitalmagspecs)