



BUILDINGENERGY

Online Community of Northeast Sustainable Energy Association



Energize your business! Reach the leaders with purchasing power throughout the Northeastern U.S. in the rapidly growing \$260 billion green building industry.

BuildingEnergy biannual print & digital magazine

FOR MORE INFORMATION, PLEASE CONTACT:

www.nesea.org

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BUILDINGENERGY

Online Community of Northeast Sustainable Energy Association

NORTHEAST SUSTAINABLE ENERGY ASSOCIATION



BuildingEnergy

print & digital magazine

The digital edition of *BuildingEnergy* magazine is distributed to nearly 20,000 email recipients!

Why *BuildingEnergy*?

- NESEA members and *BuildingEnergy* readers are the Northeast's **leading professionals and purchasing managers** in the fields of sustainable energy and building.
- Our members include the top **Architects, Engineers, Builders, Energy Consultants, Renewable Energy providers, Facilities Managers, Educators, Policy Makers, Planners** and more.
- Each issue of NESEA's *BuildingEnergy* magazine will have **bonus distribution at either our annual Boston or New York conference** as well as at expos and various industry events throughout the year.
- NESEA leaders 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) is the region's leading organization of professionals working in sustainable energy, whole systems thinking and clean technology. We operate primarily in New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont), as well as in New York, New Jersey, Delaware and Pennsylvania.



NESEA™

NORTHEAST SUSTAINABLE ENERGY ASSOCIATION

2015-2016 Content Calendar

Issue	Features	Ships

2016-2017 Content Calendar

Issue	Features	Ships
Fall 2016	BuildingEnergy - New York City preview, stories from speakers and projects who will be in attendance at this year's show.	September 2016
Spring 2017	BuildingEnergy - Boston preview, stories from speakers and projects who will be in attendance at the 2017 show.	January 2017

Net Advertising Rates

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

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

	1x	2x
Double Page Spread	\$2,539.50	\$2,289.50
Outside Back Cover	\$2,439.50	\$2,259.50
Inside Front or Inside Back Cover	\$2,259.50	\$2,079.50
Full Page	\$1,809.50	\$1,629.50
2/3 Page	\$1,569.50	\$1,409.50
1/2-Page Island	\$1,348.50	\$1,209.50
1/2 Page	\$1,159.50	\$1,039.50
1/3 Page	\$869.50	\$779.50
1/4 Page	\$669.50	\$599.50
1/6 Page	\$529.50	\$479.50
1/8 Page	\$409.50	\$369.50

Black-and-White Rates

	1x	2x
Full Page	\$969.50	\$869.50
2/3 Page	\$829.50	\$749.50
1/2-Page Island	\$719.50	\$649.50
1/2 Page	\$619.50	\$559.50
1/3 Page	\$459.50	\$409.50
1/4 Page	\$359.50	\$319.50
1/6 Page	\$279.50	\$249.50
1/8 Page	\$219.50	\$199.50

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

Sponsorship | \$1,000

Leaderboard | \$1,200

Skyscraper | \$1,200

Toolbar | INCLUDED WITH SPONSORSHIP

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 advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Digital Edition

In addition to print, *BuildingEnergy* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on NESEA's website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

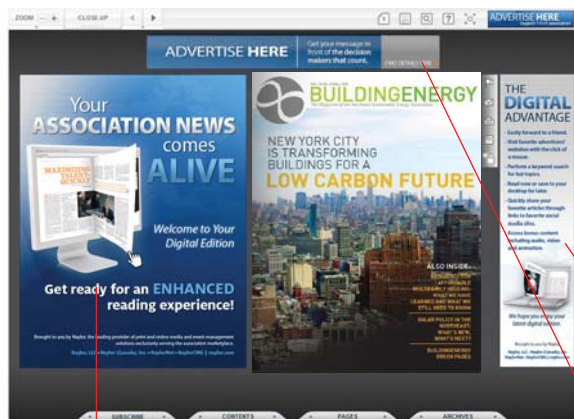
- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

The digital edition of *BuildingEnergy* magazine is distributed to nearly 20,000 email recipients!

Ad Positions



Digital Toolbar | INCLUDED WITH SPONSORSHIP!

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | \$1,200

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Leaderboard | \$1,200

The digital leaderboard is displayed above the digital edition the entire time it is open, giving your message constant and lasting exposure at the center of the screen.

Digital Sponsorship Max | \$1,000

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are not available.

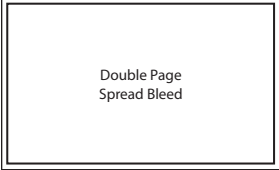

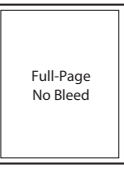
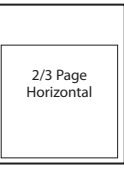
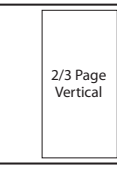
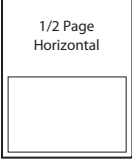
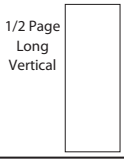
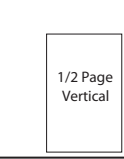
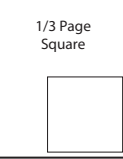
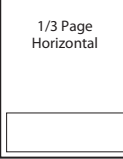
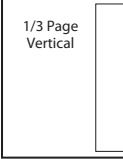
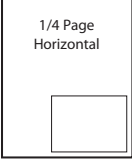
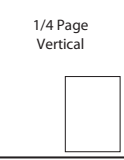
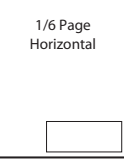
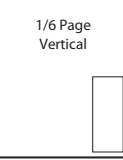
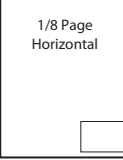
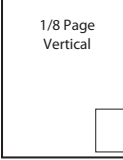
Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

 <p>Double Page Spread Bleed</p> <p>17" x 11.125"</p>	 <p>Full-Page Bleed</p> <p>8.625" x 11.125"</p>	 <p>Full-Page No Bleed</p> <p>7" x 9.5"</p>	 <p>2/3 Page Horizontal</p> <p>7" x 6.333"</p>	 <p>2/3 Page Vertical</p> <p>4.583" x 9.5"</p>	
 <p>1/2 Page Horizontal</p> <p>7" x 4.583"</p>	 <p>1/2 Page Long Vertical</p> <p>3.333" x 9.5"</p>	 <p>1/2 Page Vertical</p> <p>4.583" x 7"</p>	 <p>1/3 Page Square</p> <p>4.583" x 4.583"</p>	 <p>1/3 Page Horizontal</p> <p>7" x 3"</p>	 <p>1/3 Page Vertical</p> <p>2.166" x 9.5"</p>
 <p>1/4 Page Horizontal</p> <p>4.583" x 3.333"</p>	 <p>1/4 Page Vertical</p> <p>3.333" x 4.583"</p>	 <p>1/6 Page Horizontal</p> <p>4.583" x 2.166"</p>	 <p>1/6 Page Vertical</p> <p>2.166" x 4.583"</p>	 <p>1/8 Page Horizontal</p> <p>3.333" x 2.166"</p>	 <p>1/8 Page Vertical</p> <p>2.166" x 3.333"</p>

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875"	Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875"	Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875"	Postal flyersheets 8.5" x 11"

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.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

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

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.

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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.*

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

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Insert Opportunities

Advertise your products and services by including your message as a special insert in *BuildingEnergy* is mailed. Whether you are promoting an event, a new product or your entire product line, placing your flier, brochure or postcard in our publication will ensure that the pages open naturally to display your business.

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Print Distribution Only	Print & Digital Distribution
1-Page (2 surfaces)	<input type="checkbox"/> \$2,369.50	<input type="checkbox"/> \$2,519.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$2,779.50	<input type="checkbox"/> \$2,929.50
Postcard	<input type="checkbox"/> \$2,369.50	<input type="checkbox"/> \$2,519.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All inserts will be glue-tipped into the publication

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

** Specs: 12 1/2 x 10 7/8 Flat, 8 3/8 x 10 7/8

***3-Pages/6-Surfaces or more available; quotes supplied upon request.

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (ENE-B0117)

Please sign and return to:



Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

1. Select from the following options:

- Digital Sponsorship** | \$1,000
- Digital Skyscraper** | \$1,200
- Digital Leaderboard** | \$1,200
- Digital Toolbar** | FREE WITH SPONSORSHIP!

All rates are per insertion. Invoices are issued upon publication.

2. Choose the issue(s) in which you would like your ad to run:

- Spring 2017 (ENE-B0117)
- Fall 2017 (ENE-B0217)

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (ENE-B0117)

Please sign and return to:



Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with NESEA 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
Antioch New England
Graduate School
Architectural Openings, Inc.
Association for Energy
Affordability, Inc.
Baja Construction Company
Bales Energy Associates
Bensonwood
BETTER, Inc.
Burrington's Solar Edge
CED GreenTech
Celebration Contracting
Cellu-Spray
Center for EcoTechnology
Central Home Energy Experts
Circuit Meter
CMF Engineering, Inc.
Coldham & Hartman
Architects
ConEdison Solutions
Conservation Services Grp
Cotuit Solar, LLC
DEAP Energy Group, LLC

Delta Products Corp.
Dietz & Company Architects, Inc.
Dryvit Systems, Inc.
Eco-logic Studio
EFI
European Architectural Supply
Foard Panel
Fred Davis Corporation
George Penniman Architects, LLC
Gotham 360, LLC
HMFH Architects
Huber Engineered Woods, LLC
Hudson Valley Community College
Ideal Concrete Block
InSoFast, LLC
Integrity Development
Maclay Architects
Maple Hill Architects
Menck Windows
Mitsubishi Electric Cooling &
Heating
National Grid
New England Solar Hot Water
Noble Home, LLC
Passive House Institute US (PHIUS)

Performance Building Supply
Pinnacle Window Solutions
PowerHouse Energy
PV Squared
Quigley Builders, Inc.
Remodeling
Retrotec
RH Irving Homebuilders
RST Thermal
Schock USA, Inc.
Solar Canopy, LLC
Spartan Solar
Stephen Turner, Inc.
Stiebel Eltron, Inc.
Timeless Architecture
Urban Habitat Initiatives, Inc.
Valley Home Improvement
Viessmann Manufacturing USA
Wagner Development
Warren Design Build
Wright Builders, Inc.
Yardi Systems, Inc.
Yaro Windows
Zehnder America, Inc.
ZeroEnergy Design

BuildingEnergy Boston Daily show daily eNewsletter

About the Show Daily eNewsletter

Delivered directly to the inboxes of BuildingEnergy 2016 attendees and NESEA members, the *BuildingEnergy Boston Show Daily eNewsletter* is filled daily with fresh content and exclusive conference event coverage, learning session highlights and takeaways, attendee interviews, and show floor news at BuildingEnergy 2016. The eNewsletter is delivered five times — one week before the conference, three mornings during the conference, and one week after the conference!

Enjoy the benefits of our targeted Show Daily eNewsletter:

- Delivers your message directly to the inbox of 8,000 decision-makers each day
- In addition to BuildingEnergy attendees and members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Drive traffic to your exhibit and highlight any show offers
- Promote your speaking engagement or special event
- Limited to only SIX companies!



Top Rectangles | \$2,150 (300 x 250 pixels)

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Middle Rectangles | \$1,950 (300 x 250 pixels)

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Bottom Rectangles | \$1,750 (300 x 250 pixels)

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distributed before, during and after BuildingEnergy 2016

Sections include:

- Exclusive Conference Coverage
- Learning Session Highlights
- Show Floor News
- ...and more!

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

BuildingEnergy Boston Daily show daily eNewsletter



Show Daily eNewsletter Branding Opportunities

To be included in the *BuildingEnergy Boston Daily* eNewsletter, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

- Top Rectangle | \$2,150**
- Middle Rectangle | \$1,950**
- Bottom Rectangle | \$1,750**

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (ENE-N9017)

Please sign and return to:

