

Northeast Sustainable Energy Association's *BuildingEnergy*  
MEDIA GUIDE



**GAIN DIRECT ACCESS TO KEY LEADERS IN THE  
\$260 BILLION GREEN BUILDING INDUSTRY.**

***BuildingEnergy* biannual print and digital magazine**

FOR MORE INFORMATION, PLEASE CONTACT:

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## 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.
- Each issue 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.
- 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

print and digital magazine



THE DIGITAL EDITION OF **BUILDINGENERGY** MAGAZINE IS DISTRIBUTED TO NEARLY **20,000 EMAIL RECIPIENTS!**

# BuildingEnergy biannual magazine

## 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	\$2,669.50	\$2,399.50
Outside Back Cover	\$2,529.50	\$2,339.50
Inside Front or Inside Back Cover	\$2,349.50	\$2,159.50
Full Page	\$1,899.50	\$1,709.50
2/3 Page	\$1,649.50	\$1,479.50
1/2-Page Island	\$1,419.50	\$1,279.50
1/2 Page	\$1,219.50	\$1,099.50
1/3 Page	\$909.50	\$819.50
1/4 Page	\$699.50	\$629.50
1/6 Page	\$559.50	\$499.50
1/8 Page	\$429.50	\$389.50
Black-and-White Rates	1x	2x
Full Page	\$1,019.50	\$919.50
2/3 Page	\$869.50	\$779.50
1/2-Page Island	\$759.50	\$679.50
1/2 Page	\$649.50	\$579.50
1/3 Page	\$479.50	\$429.50
1/4 Page	\$379.50	\$339.50
1/6 Page	\$289.50	\$259.50
1/8 Page	\$229.50	\$209.50

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

**Skyscraper** | \$1,200

**Leaderboard** | \$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).

(Rates as of July 2017)



# **BuildingEnergy** biannual magazine

## 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.

### 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.

### Ad Link | Included in display ad rates

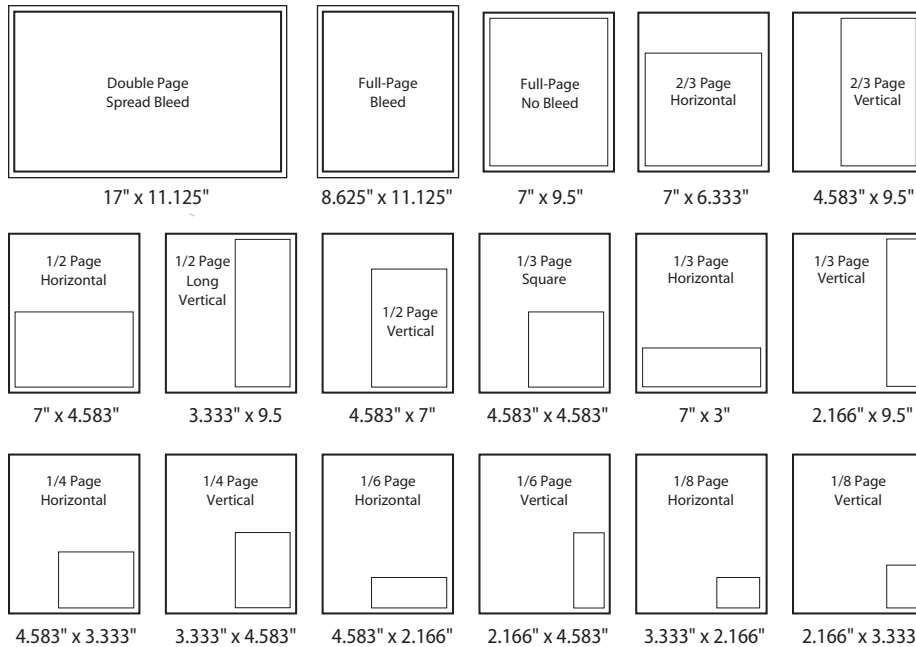
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

**Online Specifications** - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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.

## Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



### 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](http://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](http://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    | <input type="checkbox"/> Renewables & The Grid         |   |
| <input type="checkbox"/> Systems                        | <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:** \_\_\_\_\_

## **BuildingEnergy Past Advertisers**

A&B Cooling & Heating  
Architectural Openings, Inc.  
Association for Energy Affordability, Inc.  
Auburndale Builders  
Baja Carports  
Bales Energy Associates  
Bensonwood  
Black Bear Coatings and Concrete  
Bryan Hobbs Remodeling  
Burrington's Solar Edge  
CED GreenTech  
Center for EcoTechnology  
Central Home Energy Experts  
CMF Engineering, Inc.  
Coldham & Hartman Architects  
Con Edison/Power Your Way  
Cotuit Solar, LLC  
DEAP Energy Group, LLC  
Dietz & Company Architects, Inc.  
Dryvit Systems, Inc.  
Eco-logic Studio  
EFI  
European Architectural Supply  
Foard Panel  
Fred Davis Corporation  
Garland Mill Timberframes  
George Penniman Architects, LLC  
Halfen USA, Inc.  
Huber Engineered Woods, LLC  
Hudson Valley Community College  
Ideal Concrete Block  
Imprints  
InSoFast, LLC  
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  
Pinnacle Window Solutions  
Power House Energy  
PV Squared  
Retrotec  
RH Irving Homebuilders  
RST Thermal  
Spartan Solar  
Stephen Turner, Inc.  
Stiebel Eltron, Inc.  
Timeless Architecture  
Urban Habitat Initiatives, Inc.  
Valley Home Improvement  
Wagner Development  
Wright Builders, Inc.  
Yardi Systems, Inc.  
Yestermorrow Design/Build School  
Zehnder America, Inc.  
ZeroEnergy Design