

2009 Rate Card



**green
living
ideas**

	Platinum Package	Gold Package	Silver Package
6 Month Campaign	\$2,295 / month	\$1,495 / month	\$995 / month
Topic Sponsorship			
Articles	Exclusive Sponsor	Non-Exclusive Sponsor	Non-Exclusive Sponsor
Tips	Exclusive Sponsor	Non-Exclusive Sponsor	N/A
SEO - Unique Content Links	Five	N/A	N/A
SEO - Keyword Phrases	Five Keyword Phrases	Three Keyword Phrases	N/A
In-Content Banner Ad ¹ (300x250) Impressions	Exclusive within sponsored topic 30,000	Served in rotation 15,000	Served in rotation 7,500
Sponsor Ads ¹ (468x60 & 728x90) Combined Impressions	Random placement 150,000	Random placement 90,000	Random placement 60,000
Topic Sponsorship CPM	\$13.50	\$14.24	\$14.74
Podcasts	Recording & Distribution	Recording & Distribution	Recording Discount & Distribution
Podcast	1 Recording Session	1 Recording Session	Recording Session @ \$295 (Our discounted rate)
Downloads/month	2,000	2,000	2,000
Additional Benefits:			
Home Page Slide Show Impressions	8 weeks 74,000	4 weeks 37,000	2 weeks 18,500
Audio Commercial	30 Seconds w/distribution	15 Seconds w/distribution	15 Seconds w/distribution (\$250)
Downloads/month	12,000	12,000	12,000
Press Release	At campaign launch	At campaign launch	N/A
Newsletter Ad ¹	2 Months sponsorship	1 Month sponsorship	N/A

contact: sales@greenlivingideas.com or (877) 548-4733 xt. 200

¹ All ads submitted to Green Living Ideas must conform to IAB guidelines. Please visit <http://www.iab.net> for details.

2009
Custom
Publishing



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Podcasts Content Vidcasts Webinars Custom Packages

Green Living Ideas is proud to announce that we are now offering custom publishing.

- **Podcasts:** Our experienced sound engineers will help you create professional-sounding podcasts that are ready for distribution.
- **Vidcasts:** With our expert assistance, we will make your vidcast look and sound fantastic.
- **Webinars:** We will make your webinar run smoothly and impress your clients.
- **Content:** Our professional writers and editors will assist you in creating unique and creative content.
- **Customized Packages:** We are happy to custom tailor any package to meet your company's needs.

Please contact our Sales Department for more information about our custom publishing options at 877-548-4733, xt. 200, or at sales@greenlivingideas.com.



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2009 Audience Profile



green living ideas



65% Women
35% Men

15% 18-25 year olds
32% 26-35 year olds
26% 36-45 year olds
17% 46-55 year olds
8% 56-65 year olds
2% 66+ year olds



Median age: **46**

Average Green Living Ideas visit: **11:00 minutes**
Average number of pages viewed per visit: **7**

59% visit Green Living Ideas during the business day
73% of visitors have broadband

80% US readers
20% International readers

Visitors by State (top 10)

1. California
2. New York
3. Texas
4. Florida
5. Illinois
6. Pennsylvania
7. Massachusetts
8. Washington
9. Ohio
10. New Jersey



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