

LIVING ARCHITECTURE MONITOR™

A Green Roofs for Healthy Cities Publication

In 2016 the green roof and wall industry grew by over 10%. With the industry continuing to grow across North America and around the world, *The Living Architecture Monitor*™ a forward thinking publication with both a print and digital presence, puts you in touch with clients and advances the industry.

Readership is up, yet rates are frozen at 2015 levels!

Advertising in the *Living Architecture Monitor*™ magazine and companion *Green Pages Directory* helps you reach green roof and wall decision makers like Green Roof Professionals, architects, landscape architects and engineers. It also enables Green Roofs for Healthy Cities to continue to promote best practices for this industry and work towards the goal to bolster the green roof and wall industry across North America.

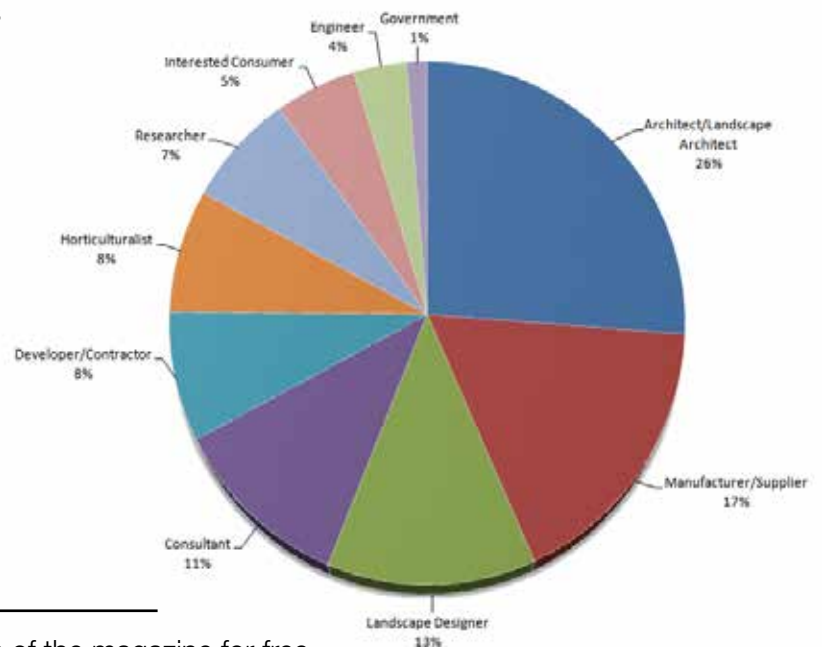
EDITORIAL MANDATE

Living Architecture Monitor™ is the green roof and wall industry's premier publication. LAM readers want to explore innovative trends, find out about award winning projects, discover thought-provoking interviews with industry leaders and learn about latest developments throughout North America and the world. *Living Architecture Monitor*™ brings readers consistent content on stormwater management, leadership and building profiles, financial case studies, new projects, technologies and industry news.

NORTH AMERICAN READERSHIP

Living Architecture Monitor™ is distributed throughout North America to the following audiences:

- Architectural firms
- Landscape architects and designers
- Engineering, planning and environmental firms
- Federal and municipal government senior staff
- Academic leaders
- Green roofing and wall firms



WHEN YOU ADVERTISE

- You're included in the LAM Buyers' Guide section of the magazine for free
- You're promoted with links in LAM email blasts to our highly engaged database of more than 30,000 contacts
- Your advertisement is included in both the print and digital edition of the quarterly magazine
- You are provided with a complimentary digital ad on livingarchitecturemonitor.com website
- You have the opportunity to submit press releases to the LAM's website News section
- You have the opportunity to provide LAM website editorial through case studies, interviews and news releases
- You join advertisers like:



2018 EDITORIAL LINEUP

Every issue includes coverage on the latest in stormwater management, leadership profiles, building profiles and financial case studies.

Winter 2017/2018

December | January | February

Ad close: November 17

Art close: November 24

- **Business Case Issue** Making the business case for green roofs and walls
- **Plus!** Green Pages Directory distribution
- **Additional distribution:** IDEX Canada, Landscape Ontario Congress

Spring 2018

March | April | May

Ad close: January 26

Art close: February 9

- **Stormwater Issue** Explore policy, design and technology impacting stormwater management
- **Additional distribution:** Grey to Green 2018 and Living Future unConference

Summer 2018

June | July | August

Ad close: April 13

Art close: April 20

- **Biophilic Issue** Highlighting how green roofs and walls are impacting human health, mental and physical wellbeing
- **Plus!** CitiesAlive pull out
- **Additional distribution:** National & New York Association Partners for CitiesAlive, StormCon, ASCE LID Conference

Fall 2018

September | October | November

Ad close: July 6

Art close: July 13

- **Awards of Excellence Issue** *CitiesAlive* 2018 Awards of Excellence winners will be highlighted
- Explore the science and design behind this growing topic
- **Additional distribution:** CitiesAlive, BOMA, Green Build, ASLA Conference

Winter 2018/2019

December | January | February

Ad close: October 10

Art close: October 17

- **Social Equity Issue** Making the case for green roofs and walls, and how they can contribute to greater social equity and justice
- **Plus!** Green Pages Directory

Living Architecture Monitor NORTH AMERICAN REACH

Total Reach Per Issue

45,000

Print

4,000

 per issue

*Includes distribution to corporate and individual members, trade shows including **IDEX Canada, ASLA Annual Meeting & Expo, Landscape Ontario Congress, BOMA International Conference, ASCE LID Conference, CitiesAlive, Grey to Green Conference.***

Social Networks



17,500+

 and quickly growing

Digital Distribution &
Member's Newsletter Recipients

30,000

x3 deployments per issue

Digital magazine ads can generate

1,000

 impressions per issue

up to **10.71%** click through rate

Industry professional readership from

54%

 United States

18%

 Canada

28%

 International*

In order of % of sessions: United Kingdom, Australia, India, Germany, Netherlands, Poland, France, Spain.

GREEN PAGES: GREEN ROOF AND WALL DIRECTORY

The *Green Pages: Green Roof and Wall Directory* is a comprehensive listing of companies and Green Roof Professionals (GRPs), as well as award winning project descriptions and industry facts and figures!



The 2017/2018 *Green Pages: Green Roof & Wall Industry Directory* will be published and distributed in the Winter 2017 *Living Architecture Monitor*. Purchase an ad or an enhanced company listing to promote your organization! December 1, 2017 deadline.

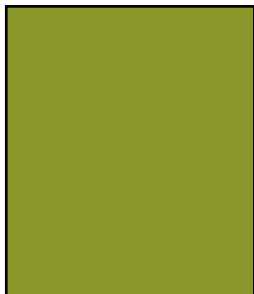
Print version: More than 4,000 hard copies distributed in 2017 (including a mailing to the 500 top architecture and landscape architecture firms in North America).

Digital version: The *Green Pages* will be emailed to the GRHC database. The digital version of 2017 *Green Pages: Green Roof & Wall Industry Directory* had over 5,000 digital downloads.

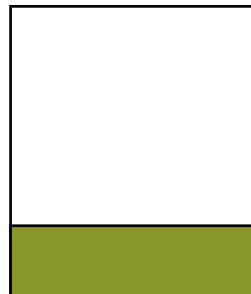
Check out the 2016/17 Green Pages please visit: <https://goo.gl/1I5GAe>

LAM advertisers receive **up to 25% off** Green Pages advertisements!

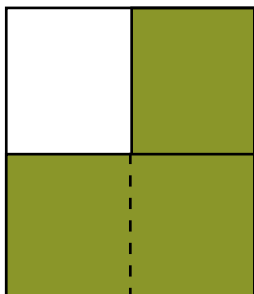
LAM & GREEN PAGES AD SPECS / DELIVERY INFORMATION



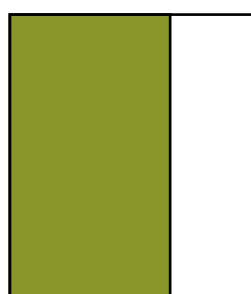
Full Page
Non-bleed: 8" x 10.25"
Full bleed: 8.5" x 11" + .25" bleed



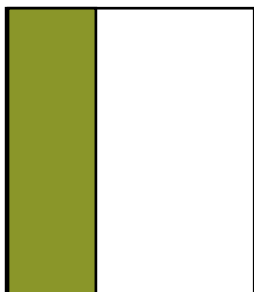
1/4 Page Horizontal
Non-bleed: 8.25" x 2.25"
Full bleed: 8.5" x 2.75" + .25" bleed



1/2 Page Vertical
Non-bleed: 4" x 10.5"
Full bleed: 4.25" x 11" + .25" bleed



2/3 Page Vertical
Non-bleed: 5.437" x 10.5"
Full bleed: 5.687" x 11" + .25" bleed



1/3 Page Horizontal
Non-bleed: 2.483" x 10.5"
Full bleed: 2.833" x 11" + .25" bleed

Artwork Specifications

All materials must be supplied by the advertiser. Please provide ad art as a PDF/X-1a:2001, 300 dpi resolution, CMYK.

Please ensure there is a minimum 1/4" content safe area from trim edge, and 1/8" bleed on all sides for full page ads.

File Delivery:

Please email files up to 5MB and include a PDF for on-screen proofing to: editor@greenroofs.org

CONTACT

Marketing & File Delivery
editor@greenroofs.org // 416.971.4494 Ext. 221

Payment & General Inquiries
office@greenroofs.org // 416.971.4494 Ext. 221

Circle the options you wish to book and email to editor@greenroofs.org or fax to **416.971.9844**.

All rates are frozen for 2018 at 2015 levels! Submit payment for four ads and save an additional 5%. All prices quoted in US dollars.

1 — CORPORATE MEMBER RATES

Living Architecture Monitor - Print - Advanced Tier
Manufacturers, suppliers of accessories and green walls

	1x	2x (15% off)	3x (20% off)	4x (25% off)
OBC	\$3,802	\$6,464	\$9,126	\$11,404
IFC or IBC	\$3,649	\$6,202	\$8,757	\$10,948
Full Page	\$2,738	\$4,656	\$6,570	\$8,216
2/3 Page	\$2,129	\$3,620	\$5,109	\$6,384
1/2 Page	\$1,483	\$2,522	\$3,558	\$4,448
1/3 Page	\$1,064	\$1,808	\$2,553	\$3,192
1/4 Page	\$777	\$1,320	\$1,866	\$2,332

Living Architecture Monitor - Print - Standard Tier
Nurseries, professionals, government/institutional, charitable/non-profit

	1x	2x (5% off)	3x (10% off)	4x (15% off)
OBC	\$3,802	\$7,224	\$10,266	\$12,928
IFC or IBC	\$3,649	\$6,934	\$9,852	\$12,404
Full Page	\$2,738	\$5,202	\$7,392	\$9,312
2/3 Page	\$2,129	\$4,046	\$5,748	\$7,240
1/2 Page	\$1,483	\$2,818	\$4,005	\$5,044
1/3 Page	\$1,064	\$2,022	\$2,874	\$3,616
1/4 Page	\$777	\$1,476	\$2,097	\$2,640

NON-MEMBER RATES

Living Architecture Monitor - Print - Non-Members
Inquire about upgrading to a membership that fits your organization's needs.

	1x	2x (3% off)	3x (5% off)	4x (7% off)
OBC	\$4,473	\$8,678	\$12,747	\$16,640
IFC or IBC	\$4,293	\$8,328	\$12,234	\$15,968
Full Page	\$3,221	\$6,248	\$9,180	\$11,984
2/3 Page	\$2,505	\$4,860	\$7,140	\$9,320
1/2 Page	\$1,745	\$3,386	\$4,974	\$6,492
1/3 Page	\$1,252	\$2,428	\$3,567	\$4,656
1/4 Page	\$914	\$1,252	\$2,604	\$3,400

2 — LIVINGARCHITECTUREMONITOR.COM

Rotating Banner Ad	Corporate Member Rate (25% off)	Non-Member Rate
283 x 73 pixels	\$318	\$424
283 x 283 pixels	\$216	\$288
920 x 115 pixels	\$144	\$192

With nearly 20,000 visits per year.

*Note, the LAM website was rejuvenated in 2017.
Advertisers will be advised accordingly.*

3 — GREEN PAGES ADVERTISING

Printed and digital issues

Ad Sizes	OBC	IFC or IBC	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
LAM 4X Advertisers (50% off)	\$1,901	\$1,825	\$1,369	\$1,065	\$742	\$532	\$389
Non-Advertisers or 3x or less	\$3,802	\$3,649	\$2,738	\$2,129	\$1,483	\$1,064	\$777

2018 GREEN PAGES LISTINGS

Includes company name, description, website address and phone number

	Bronze (20 words)	Silver (30 words)	Gold (50 words)
Corporate Member Rate	Free!	\$160	\$260
Non-Member Rate	\$110	\$210	\$310

4 NAME, COMPANY, TELEPHONE,
EMAIL & FULL ADDRESS

WHICH ISSUES ARE YOU BOOKING?

Winter 2017/2018 Summer 2018
 Spring 2018 Fall 2018
 Winter 2018/2019

TOTAL PURCHASE COST
(Canadian firms, please add 13% HST)

PAYMENT/ _____ Per issue _____ (1 full payment for all 4 issues and save 5%)

METHOD/ MasterCard Visa Invoice

Name on Card: _____ Credit Card #: _____ Expiry Date (MM/YY): _____ CVV: _____

Signature: _____

Content and design of all advertisements are subject to the publisher's approval. Every attempt is made to ensure the supplied file matches the supplied proof; however, the publisher cannot accept responsibility for ads that are not accompanied by a contract color proof. Publisher is not responsible for line-up of type or image through the gutter on spreads or single pages next to an inset. It is not uncommon for pages to shift up to 1/8-inch during the binding process. Therefore publisher strongly recommends avoiding creative designs with running type or image through the gutter. Prepayment by check or credit card is required for all ads. Frequency discounts will not be recognized unless a contract is issued and signed. Verbal agreements are not recognized. No cancellations are accepted after closing for advertiser spaced.