

Southeast



green

Rate Card

Your connection to the Green Community

Southeast Green is a website dedicated to placing you in front of people who are interested in green and sustainable products in the Southeast. It will:

- Increase awareness of your product or service and increase your market share.
- Link your business to the green community, business referral development and networking.
- 50,000+ Page Views A Month!

What are partners are saying...

"Southeast Green is the most comprehensive Green Resource on the Internet today. Their range of timely up-to-date information has been crucial in the business decisions that our company makes when sourcing resources that are pertinent to the restaurant industry and the business community as a whole. Through our partnership, they have increased traffic to our website and increased our business. Their reach is incredible, it seems that no matter which way I turn, There is Southeast Green!"

Carl Muth – Food Service Resource.com

I have been a member of the SouthEast Green directory for over a year and I find it the most valuable tool to network and connect with other green companies. SouthEast Green also provides dates of events and festivals with green themes giving us the opportunity to attend and or participate in these events.

SouthEast Green has helped me streamline my organic focus and played an integral role in building my business. Without this, I would have missed out on the opportunity to build numerous relationships with other business professionals that share my vision for a cleaner environment.

Fran Travis, CEO – My Earth Products

Advertising Options

Business Directory

- **Cool Products Guide** – Get a listing in our Cool Products Section, feature up to 3 products, includes clickable logo – \$100 for three months or \$200 for six months
- **Business Listing** – website link in one directory category, text description, logo image – average monthly views per directory listing (35-45) – \$200 6 months
- **Upgraded Business Listing** – Website link in up to three directory category listings, text description, logo image – \$450 annually
- **Super Business Listing Ad** – Includes upgraded business listing, article publication and full page description of your product/service, including certifications, links to editorial content and back to your website, a logo image, unlimited category listings – average monthly impressions per ad 18,000, 35% click thru rate on URL – \$900 to advertise your business annually/\$475 for six months
- **Editorial Section/Editor's Pick** – Text link and article placement annually. Link to article appears on every page of editorial content under Editor's Pick section at top right. Editor's Pick is limited to 15 spaces. Twelve placements in newsletter annually – \$1200 for the year

E-mail Sponsorships

Our e-mail newsletter has a great distribution with a 30% open rate (industry standard is 15%) and a click through rate of 15% (industry standard being 5%).

Our e-mail list is a combination of: 65% business, 25% consumer, 10% government who have all expressed a avid interest in the green news and businesses SoutheastGreen.com is reaching

E-mails are sent out bi-monthly. We have three packages available:

\$150.00 for 1 issue

\$500.00 for 6 issues

\$750.00 for 12 issues

Banner advertising is available upon request.

www.SoutheastGreen.com

Sandra Cummins, President – sandra@southeastgreen.com – Beth Bond, Editor – beth@southeastgreen.com



Sponsorships

Your connection to the Green Community

Title Sponsor

The title sponsor will be placed in the most prominent locations on the website. The following items are included in title sponsorship package:

- Banner in top right location on every page on the website.
- The banner can rotate through up to four separate messages a quarter.
- Presenting logo on top of each SoutheastGreen.com newsletter. Newsletter goes out bi-monthly.
- The Title Sponsor will be featured as a presenting sponsor for any event that Southeast Green promotes.
- 4 e-mails, one per quarter exclusively to SoutheastGreen.com's e-mail list
- Articles posted throughout the website.
- Speaking opportunities in front of business decision makers and/or consumers.
- Press releases about alliance with Southeast Green to major papers in the Southeast.

**\$15,000 for one year,
\$8,000 for six months.**

Sponsorship Options

Section Sponsors

Premium Green includes the two largest and most read sections on the website, Metro Atlanta and Development News, along with our feature section Changing Tactics. The following items are included:

- Banner across the top of every page in the three categories listed.
- The banner can rotate through up to four separate messages a quarter.
- Logo on right of each SoutheastGreen.com newsletter. SoutheastGreen.com newsletter goes out bi-monthly.
- Premium Green sponsor will be featured as a sponsor for any event that Southeast Green promotes.
- Articles posted throughout the website.
- Speaking opportunities in front of business decision makers and/or consumers.
- Press releases about alliance with SoutheastGreen.com to major papers in the Southeast.

\$7,000 for one year, \$3,750 for six months.

Leafy Green includes The Greener Life, Tips to Green your Life, Tips and FAQs, Cool Products. This is our consumer package, it includes:

- Banner across the top of every page in the all categories listed for Leafy Green.
- The banner can rotate through up to four separate messages a quarter.

- Logo on right of each SoutheastGreen.com newsletter. SoutheastGreen.com newsletter goes out bi-monthly.
- Articles posted throughout the website.
- Speaking opportunities in front of consumers.
- Press releases about alliance with SoutheastGreen.com to major papers in the Southeast.

\$4,000 for one year, \$2,250 for six months.

Growing Green includes the Blogs Section and the State/Green TV sections. These sections draw more targeted audiences. The following items are included:

- Banner across the top of every page in the categories listed.
- The banner can rotate through up to two separate messages a quarter.
- Articles posted throughout the website.
- Logo on right of 12 SoutheastGreen.com newsletters of your choice. Southeast Green.com newsletter goes out bi-monthly.
- Speaking opportunities in front of business/consumers.
- Press releases about alliance with SoutheastGreen.com to major papers in the Southeast.

\$2,000 for one year.

www.SoutheastGreen.com



Fact Card

Your connection to the Green Community

SoutheastGreen.com is a website and directory dedicated to placing you in front of people who are interested in green and sustainable products in the Southeast.

SoutheastGreen is fast becoming a destination for eco-friendly and sustainable products, services, and resources, by providing an online business directory, news, and information for the southeast.

Website

With over 750 pages of content, SoutheastGreen has experienced rapid growth in visitors, buyers, and decision makers.

The site offers:

- Business Directory
- Green News
- Event Calendar
- Blogs
- Tips & FAQs

Additional content can be found in the Video Image Diaries and Cool Products

Paid sponsor percentages:

- 21% are advertising as well as listing on the site
- 47% have listings in the directory
- 32% have listings in the Cool Products Gift Guide

Performance & Goals

Website traffic is an ever changing and evolving science. We currently have 16,000 email impressions and the following website results.

| Period | Page Views | Visitors | Hits |
|--------------------------|------------|----------|-----------|
| 2008 4 th Qtr | 76,331 | 16,349 | 488,759 |
| 2009 1 st Qtr | 100,006 | 21,774 | 845,808 |
| 2009 2 nd Qtr | 163,186 | 35,408 | 1,274,785 |
| 2009 3 rd Qtr | 241,871 | 46,047 | 1,210,350 |

2010 Goals

- 2 million page views
- 200,000 e-mail impressions

Partnerships/Strategic Alliances

- Enviro Expo USA
- Sustainable Atlanta
- The Green Food Service Alliance
- P2AD Champion
- Georgia Interfaith Power and Light Building Conference
- Dogwood Alliance/Decatur Green Fest
- Green Business Works
- Chattahoochee Nature Center
- Green Chamber of the South

SoutheastGreen welcomes opportunities to partner, support, and promote green and sustainable businesses. For more information on joining the fastest growing online business directory in the Southeast, contact:

Sandra Cummins
 President
 (770)314-1720
 sandra@southeastgreen.com

Beth Bond
 Editor
 (404)578-2414
 beth@southeastgreen.com