



Fact Card

Your trusted resource for sustainable and green business news

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

2012 Goals

Southeast Green exceeded many of its goals in 2011. Our 2012 goals for page views for the website will be 5,000,000; Twitter followers 2,000 and Facebook Page Likes 700. Why set these kinds of goals? First, to show our business partners that we are focused on sharing their information with the largest possible audience. Secondly, we want to be transparent about how we approach sharing that news. Our business partners are very important to us and we take sharing your story and company information very seriously.

Southeast Green is the destination for green and sustainability news for the Southeastern US. Southeast Green also provides an online business directory, the Speaking of Green online radio show, blogs and information.

Website

With over 7,000 pages of content, **SoutheastGreen** has experienced rapid growth in visitors, buyers, and decision makers.

The site offers:

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

Website Traffic

Website traffic is an ever changing and evolving science. We track our numbers with internal software. We are more than happy to provide the data upon request.

Visitors

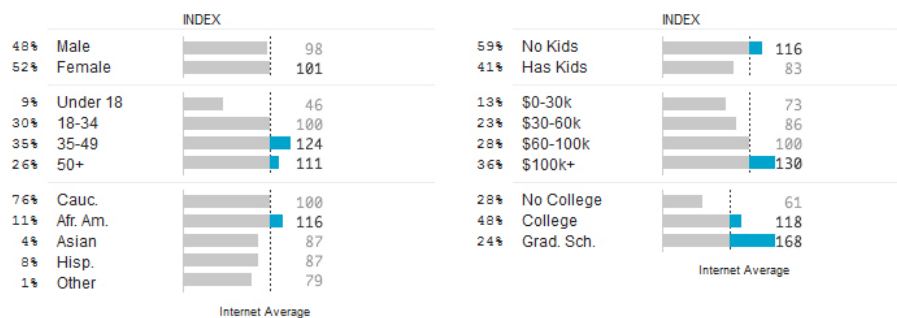
Southeast Green has tracked visitors using the third party verification program Quantcast. As you see the typical visitor is 35 plus in age, evenly divided between males and females, minimum of a college degree with an income of \$60,000 annual income.

Southeast Green Numbers 2011

- Total Number of Page Views 3,918,823**
- Unique Visitors to Southeast Green 500,273**
- Twitter Followers 1,731**
- Facebook Page Likes 560**
- Speaking of Green Listens 24,013**
- Speaking of Green Episodes 53**
- Hosted or Sponsored Events 29**

US Demographics

Updated Jan 6, 2012 • Next: Jan 18, 2012 by 9AM PST



Southeast Green 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:

sales@southeastgreen.com

Southeast



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Rate Card

Your trusted resource for sustainable and green business news

Southeast Green is a website dedicated to placing you in front of people who are interested in green and sustainable products in the Southeast. We are the leading website of our kind and regarded as the trusted resource for sustainable business news.

Advertising with Southeast Green 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.
- 375,000+ Page Views Monthly!

The survey results are in...

In June of 2010, Southeast Green conducted it's first readership survey. All results are on a scale from 1 to 5 with 1 being the lowest and 5 being the highest. Here's what our readers are saying:

On a scale of 1 (least) to 5 (most), I am likely to read the articles on Southeast Green and connect with the business featured:

54% of results were 4 and 5

On a scale of 1 (least) to 5 (most), I am likely to support advertisers on Southeast Green because they fit my needs:

55% of results were 4 and 5

On a scale of 1 (least) to 5 (most), I think the advertisers fit the tone of the website:

64% of results were 4 and 5

On a scale of 1 (least) to 5 (most) I think the partnerships and networking that Southeast Green has developed is helpful towards increasing awareness of green businesses:

78% of results were 4 and 5

Advertising Options

Business Directory

- **Expanded Business Listing** – Listing in up to three directory category listings, company information, logo image, full customized page with unlimited links to your website and **30,000 horizontal banner ads** running in rotation on pages – **\$550 annually; \$450.00 for members of partnership groups**
- **Super Business Ad** – Logo running along the right side of each page rotating in seven positions. Includes upgraded business listing, full page description of your product/service, a logo image, unlimited category listings, one e-mail sponsorship and discounts on Southeast Green sponsored trade-shows – **average monthly impressions per ad 90,000; limited to 30 positions** – **\$1,100 annually to advertise your business; \$900.00 for members of partnership groups**

Social Media Package

- 30 tweets over a two week period points to Biz Directory Listing or article on the website.
- Southeast Green Business feature of the day on Facebook
- Posts to 6 groups on Linked-In and one update. Note: you have an article on the Southeast Green for the posting
- 1 e-mail sponsorship

Twitter followers 1,700+

Facebook likes 550+

Linked In Connections 900+

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%).

\$200.00

Additional Banner advertising is available upon request.

www.SoutheastGreen.com

Beth Bond, Curator of Sustainable News – sales@southeastgreen.com



Sponsorships

Your trusted resource for sustainable and green business news

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. Can be changed each month.
- Presenting logo on top of each SoutheastGreen.com newsletter. Newsletter goes out monthly.
- The Title Sponsor will be featured as a presenting sponsor for any event that Southeast Green promotes.
- Guest spot on Speaking of Green Radio show.
- 4 e-mails, one per quarter exclusively to SoutheastGreen.com's e-mail list
- Speaking opportunities in front of business decision makers and/or consumers.
- Press releases about alliance with Southeast Green to major papers in the Southeast.

**\$7,500 for one year,
\$3,750 for six months.**

Sponsorship Options

Section Sponsors

Premium Green includes premium spots on the largest and most read sections on the website. Your choice between Metro Atlanta, Georgia, Florida, Southeast or Washington DC. The following items are included:

- Logo sponsor identification on the top left hand corner of each page of the categories listed above underneath the Speaking of Green button.
- Mention in Southeast Green newsletter. Southeast Green newsletter goes out bi-monthly. Every time an article is featured from one of the categories, the category will list your company as a sponsor and be linked. *For example Metro Atlanta News brought to you by Your Name here.*
- Guest spot on Speaking of Green Radio show.
- Premium Green sponsor will be featured as a sponsor for any event that Southeast Green promotes.
- Speaking opportunities in front of business decision makers and/or consumers.
- Press releases about alliance with Southeast Green to major papers in the Southeast.

\$5,000 for one year, \$2,750 for six months. Ask about other single state sponsorships.

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

- Logo sponsor identification on the top left hand corner of each page of the three categories listed underneath the Speaking of Green button.
- Mention in Southeast Green newsletter. Southeast Green newsletter goes out bi-monthly. Every time an article is featured from one of the categories, the category will list your company as a sponsor and be linked. *For example Metro Atlanta News brought to you by Your Name here.*
- Speaking opportunities in front of business/consumers.
- Press releases about alliance with SoutheastGreen.com to major papers in the Southeast.

\$5,000 for one year, \$2,750 for six months. Ask about other single state sponsorships.

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Southeast



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Sponsorship Submission Guidelines

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- Link your business to the green community, business referral development and networking.
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Welcome to Southeast Green! Now that you have joined our rapidly growing Sponsorship supporters, here are the items we will need to get your sponsorship listing activated.

Expanded Business Directory

- Logo — A high resolution jpeg. Preferably dpi 300 and minimum width of 250 pixels.
- Contact information: Organization Name, Phone, Website, Location, E-mail, Area Served, Type of Service
- Page Description — Each Directory Listing has no limit to the amount of information your company may place. Your listing is limited to five images. All images must be in jpeg format. Text may be submitted in an e-mail or Word Document. All hyperlinks must be in place in the text.
- Banner Ad — 150 dpi; 650 w x 90 h pixels.

Super Business Ad

For the Super Business Ad please submit all the above information with a link to where you would like your logo ad to click through to. Not everyone directs their page to their home page and Southeast Green will link your logo to any hyperlink you would like.

Social Media Package

- 30 tweets over a two week period points to Biz Directory Listing or article on the website.)
- Southeast Green Business feature of the day on Facebook
- Posts to 6 groups on Linked-In. Note: you have an article on the Southeast Green for the posting
- 1 e-mail sponsorship 175 pix w x 300 pix h

Section Sponsorships

- Logo — A high resolution jpeg. 250 pix w x 300 h pix.
- Hyperlink — Submit hyperlink to where you wish your logo click through to.

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