

Your business belongs on GenGreen Life



GenGreen Life is the most comprehensive and diverse resource available for people looking to live a locally-focused, environmentally conscious lifestyle.

GenGreen Life is home to over 30,000 green businesses, non-profits and government listings, over 800 green events and 300 employment and volunteer opportunities, spanning the entire nation.

GenGreen Life offers an API that allows third parties to integrate specific GenGreen Life content within their own websites, helping you gain more exposure with larger and more diverse audiences.*

GenGreen Life offers national and state specific advertising opportunities so that you can reach our broadest user base, or only the users that are in your state.

GenGreen Life gives businesses many opportunities to gain targeted exposure to users of our nation-wide network, including basic listings and robust premium profiles. Our advertising options take visibility to a whole new level.

GenGreen Life makes it easy for consumers to find environmentally conscious businesses, products and services.

GenGreen Life is used by people and professionals of all shades of green who want to find the resources they need to support their eco-conscious lives at home and in the office.

*API is an Application Program Interface. Contact us to learn more about our current API partners.

BUSINESSES GET RESULTS ON GENGREENLIFE.COM

“Advertising on GenGreen gives me a great chance to connect to the exact demographic that my business is reaching out to: Green minded consumers who want to support like-minded businesses like mine. I am so impressed with the momentum of this company that I don’t think any business with an eco-friendly product or service can go wrong to put advertising dollars with GenGreen. These people are helping to move markets!”

Lara Williams

The Green Team Real Estate, Fort Collins, CO

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“We’ve had such a great response for our job posting that we’ve had to take it down already!”

Elizabeth

Trees, Water, People, Eugene, OR

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“We are big fans of GenGreen and love how easy it is to use and how great it looks. We used it to promote all of our upcoming Earth Day events.”

Sarah Lane

ProgressiveKid, Bainbridge Island, WA



GenGreenTM life
Find the green in everything

Environment 101

Sponsorship - 200x150

Your logo is displayed on an educational page for the environmental topic of your company's interest:

- Alternative Energy
- Alternative Medicine
- Alternative Transportation
- Biodiversity
- Carbon Offsetting
- Environmental Education
- Green Building
- Land Conservation
- Organic/Natural Products
- Recycling
- Renewable Fuels
- Sustainable Services
- Water Conservation



Alternative energy is: wind power, solar power, geothermal energy, biomass, biodiesel, electricity, ethanol, hydrogen, methanol, natural gas and propane. The problem with several of these alternative fuels is that they still use materials that create harmful emissions and are environmentally costly to produce and transport. This makes it very important to...

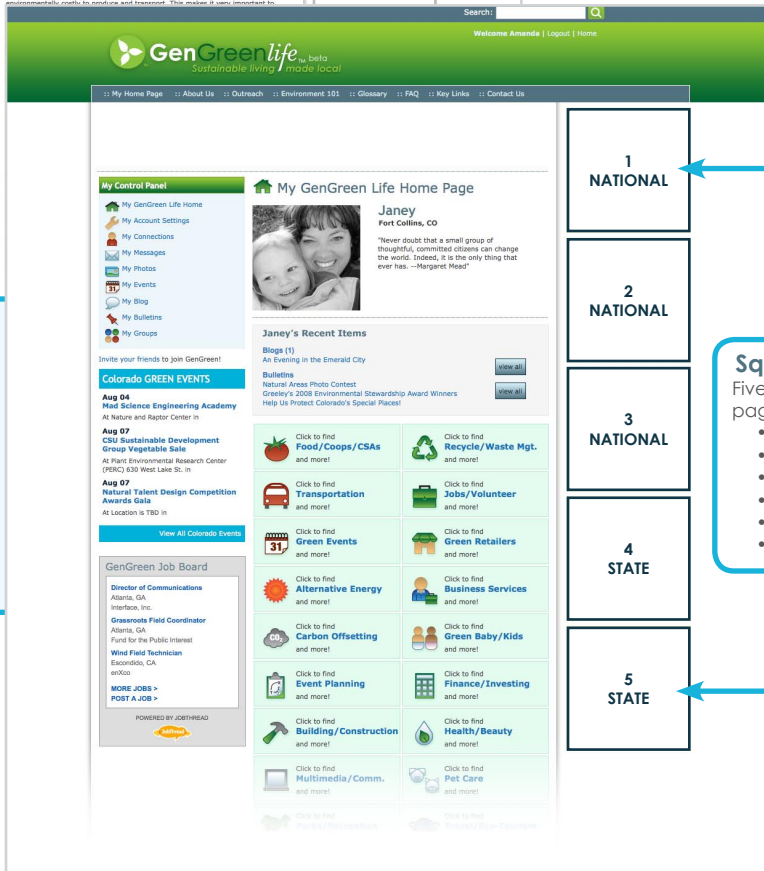


DEADLINES:

- **Reservation:** seven business days prior to first day of ad run
- **Materials:** three business days prior to first day of ad run
- **Cancellation:** two business days prior to first day of ad run
- **Edits:** two business days to change ad/URL once campaign has begun

ADVERTISING RATES:

National ads are visible to all users in all locations, whereas state specific ads target only our users who live in a particular state. National rates are based on 40,000 impressions per month; state ad prices are determined according to monthly impressions for each individual state.



Square - 200x200

- Five spaces available on all pages including:
- Directory listings
 - Public profiles
 - Private home pages
 - Events, articles and tips
 - General content
 - Environment 101

Type:	Space:	Size:	Monthly Rate:	Placement:
National Square	Right side bar, position 1, 2 or 3	200x200	\$1000	All pages but home page
State Square	Right side bar, position 4 or 5	200x200	Call for pricing	All pages but home page
Environment 101 Sponsorship (logo)	Top of left hand column, one position	200x150	\$800	One environmental topic

MATERIALS GUIDELINES:

Ad art must be provided to the exact dimensions in GIF or JPEG format with a file size limit of 25K. Destination URL must be provided with ad art.

Animated GIFs are limited to a 3-loop or 30-second maximum.

Ads must have a one-pixel border and may not be made to look like part of the GenGreen site or brand.

BILLING:

GenGreen requires a 50% deposit upon reservation/contract signing. The remaining balance is due one business day prior to the run date.

For your convenience, we accept Mastercard, VISA, PayPal and checks.

Please contact ads@gengreenlife.com for more information.

ADVERTISING POLICY: GenGreen reserves the right to decline any advertisement we find to be in conflict with our mission, that is hateful or negative in nature or that does not compliment our design aesthetic. We do not accept advertising from political parties.