



# 2017 Media Kit Editorial Calendar

## JAN/FEB 2017

**THEME**  
Buildings & Energy

**DEFINED DESIGN**  
Building envelopes

**TPOLOGY**  
Prefab Houses

**SUSTAINABLE SOLUTIONS**  
HVAC controls  
Ceilings & roofs  
Paints & coatings

**TRENDSSETTERS**  
Top green builders

**PARTNER EVENTS**  
Design & Construction Week  
AHR Expo  
PV Conference & Expo

**FEATURE CONFIRMATION**  
10/21/2016

**AD CLOSE**  
11/4/2016

**MATERIALS CLOSE**  
11/18/2016

**TO PRINT**  
12/2/2016

## MAR/APR 2017

**THEME**  
Humans & Health

**DEFINED DESIGN**  
Daylighting

**TPOLOGY**  
Hospitals & healing spaces

**SUSTAINABLE SOLUTIONS**  
Air Quality  
Comfort

**TRENDSSETTERS**  
Innovations in Sustainability

**PARTNER EVENTS**  
Globalcon  
Light Fair International

**FEATURE CONFIRMATION**  
12/16/2016

**AD CLOSE**  
1/6/2017

**MATERIALS CLOSE**  
1/20/2017

**TO PRINT**  
2/3/2017

## MAY/JUN 2017

**THEME**  
The Architecture Issue

**DEFINED DESIGN**  
Modular/prefab

**TPOLOGY**  
Schools

**SUSTAINABLE SOLUTIONS**  
High-efficiency Facades  
Transparent Sourcing

**TRENDSSETTERS**  
Best of Orlando

**PARTNER EVENTS**  
AIA  
NeoCon  
Living Future

**FEATURE CONFIRMATION**  
2/10/2017

**AD CLOSE**  
3/3/2017

**MATERIALS CLOSE**  
3/17/2017

**TO PRINT**  
3/31/2017

## JULY/AUG 2017

**THEME**  
Workplace

**DEFINED DESIGN**  
3D

**TPOLOGY**  
Corporate headquarters

**SUSTAINABLE SOLUTIONS**  
Mobility  
Maintenance  
Productivity

**TRENDSSETTERS**  
Biophilic design

**PARTNER EVENTS**  
BOMA  
Intersolar

**FEATURE CONFIRMATION**  
4/14/2017

**AD CLOSE**  
4/28/2017

**MATERIALS CLOSE**  
5/12/2017

**TO PRINT**  
5/26/2017

## SEPT/OCT 2017

**THEME**  
Technology & Innovation

**DEFINED DESIGN**  
Off-grid

**TPOLOGY**  
Innovation hubs

**SUSTAINABLE SOLUTIONS**  
Solar  
Energy management  
Onsite Solar  
IoT Strategies

**TRENDSSETTERS**  
Innovators

**PARTNER EVENTS**  
PHIUS

**FEATURE CONFIRMATION**  
6/16/2017

**AD CLOSE**  
6/30/2017

**MATERIALS CLOSE**  
7/14/2017

**TO PRINT**  
7/28/2017

## NOV/DEC 2017

**THEME**  
The Leadership Issue

**DEFINED DESIGN**  
Renderings/Prototypes  
(future design)

**TPOLOGY**  
Positive Energy

**SUSTAINABLE SOLUTIONS**  
Closed Loop Leaders  
Building Material Innovations

**TRENDSSETTERS**  
Emerging professionals

**PARTNER EVENTS**  
Greenbuild  
WSLA

**FEATURE CONFIRMATION**  
8/18/2017

**AD CLOSE**  
9/1/2017

**MATERIALS CLOSE**  
9/15/2017

**TO PRINT**  
9/29/2017

For more information, contact **Laura Rote**, Managing Editor  
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[gbdmagazine.com](http://gbdmagazine.com)

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 Intro Letter  
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 What We Do  
 How We Do It  
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 Our Work  
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 gbdmagazine.com

# Where advertising means every platform.

## Print

### SPREAD

Bleed	17" x 10.925"
Final Trim	16.75" x 10.675"
Non-Bleed	N/A

### COVER

Bleed	8.875" x 11.175"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

### FULL PAGE

Bleed	8.625" x 10.925"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

### 1/2 PAGE VERTICAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	3.6292" x 9.8417"

### 1/2 PAGE HORIZONTAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	7.375" x 4.8594"

### NOTE:

Keep text AND non-bleed graphics at least 1/4" from final trim and 1/2" from bleed

Full page/spreads require 1/8" bleeds on all sides

Webfed offset  
 Perfect bound  
 Soy-based inks  
 Publication trim size: 8.375" x 10.675"

## Web Banner

Banner advertisements appear alongside features posted on gbdmagazine.com.

### LEADERBOARD

728 x 90 px\* or 970 x 90 (ros) px\*

### TOP MEDIUM RECTANGLE

300 x 250 (ros) px\*

### TOP HALF PAGE AD

300 x 600 px\*

### MIDDLE HALF PAGE AD

300 x 600 px\*

*\*Must be saved as a .jpeg, .png, or .gif and must be 150KB or smaller.*

## eNewsletter

Banner advertisements appear alongside the bi-monthly e-Newsletter sent to gb&d subscribers.

### E-NEWSLETTER BANNER

600 x 90 px\*

*\*Advertisements must be designed in a horizontal format and saved as a high-resolution .jpeg, .png, or .gif and must be 150KB or smaller.*

### DIGITAL AD REQUIREMENTS

Digital File & Contract Proof: Must be clearly indicated as to Issue, Publication and Advertiser.

### PREFERRED FILE FORMAT

The only file format supported by *Green Building & Design (gb&d)* is a press-ready .pdf. We will NOT accept any native application files such as InDesign, Quark, or Illustrator. Materials should comply with SWOP standards.

### DELIVERY OF ADS

Materials may be sent to kristina@gbdmagazine.com. Materials may be sent via a file transfer service (i.e. Dropbox, WeTransfer, Hightail), or may be supplied on a Macintosh-formatted, USB Flash Drive, CD-ROM or DVD-ROM.

### DIGITAL AD NOTES

Website and e-Newsletter ads must be saved as .jpg, .png, or .gif files.

### PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

### FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

### PRODUCTION CONTACT/MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to:

**Kristina Walton Zapata,**  
 Art Director  
 kristina@gbdmagazine.com