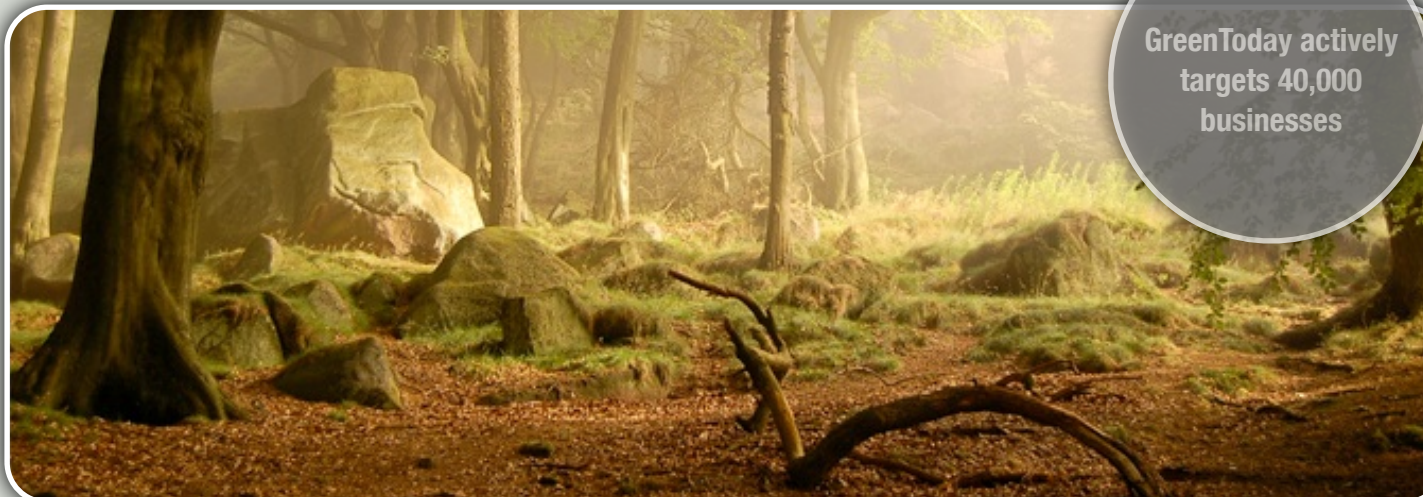


GreenToday

DAILY
www.Greentoday.org.uk

Saving the planet one business at a time



GreenToday actively targets 40,000 businesses

THE BUSINESS

Greentoday.org.uk is a new searchable online B2B directory of green/eco companies aimed at helping other businesses become more environmentally friendly and cost efficient

We all want to do our bit for the environment these days.

Not only is it the right thing to do in terms of corporate social responsibility and company image - but also it makes business sense even in Recession.

The sector is defying the current economic climate by continuing to grow and it offers a way forward for many firms who might otherwise be struggling.

But exactly how do you go about making your business greener?

Many companies make some effort but we believe they would be much more committed to being environmentally friendly if the process was easier.

After all, finding out what you need and then where to get it takes some doing. If only there was one place you could go to find everything businesses need to become more eco-efficient.

Well now there is.

At **Greentoday.org.uk** we've created a Directory of green companies, suppliers and service providers that can help other UK businesses do the right thing.

From Carbon Neutral Working to Procurement and Recycling our Directory lists hundreds of firms - helping you find exactly what you need in a couple of mouse clicks.

And **Greentoday.org.uk** is more than just a B2B Directory.

We'll also be offering to 100,000+ visitors per month advice, tips and bring them the latest eco news, covering all the big issues that affect business and the environment.

Greentoday.org.uk also delivers our news directly to the inboxes of 40,000+ businesses concerned about GREEN issues once a week giving us the flexibility to deliver real-time news and updates as it happens.

The **Greentoday.org.uk** USP is to provide a B2B directory and magazine which creates the perfect platform to communicate with your customers in a cost-effective, results-driven and measureable way.

Greentoday.org.uk will not only generate traffic naturally from its position in the market as a searchable B2B directory and news magazine but it will also generate repeat traffic via the weekly newsletter that will be sent to each subscriber using links, news, features and round ups.

**"A B2B DIRECTORY OF BUSINESSES WHO
WANT TO PROTECT THE ENVIRONMENT AND
SAVE MONEY"**



**THE LEADING B2B
E-ZINE FOR BUSINESSES WANTING TO GO GREEN**

- Green Business Directory
- News
- Tips
- Events
- Energy Saving
- Carbon Neutral Working
- Money
- Politics
- Climate Change
- Carbon Trading
- Procurement
- Recycling/Disposal
- IT
- Renewables
- Travel
- Environment
- New products
- Jobs
- Ethical gifts
- Comment
- Green Living
- Design & DIY

Henry Ford once said "I know only half of my advertising works. The problem is, I don't know which half."

You do now, GreenToday tracks each and every action of our readers.

THE FIGURES *

40,000+ Subscribers

100,000+ Monthly web visitors

750,000+ Page impressions

4,500,000+ Ad impressions

*PROJECTED

WHY US?



- Reach 40,000 eco-concerned companies
- Competitive introductory advertising rates
- Flexible campaign solutions
- Fully accountable advertising

IDEAS BOARD	BANNERS	ADVERTORIALS	CONTENT	LINKS
	<p>The perfect way to launch your brand, promote a service or sell a product.</p>	<p>Educate and inform our readers with a dedicated web page linked from the home page.</p>	<p>Providing content is the perfect way to promote a service and to get users to recognise your brand name.</p>	<p>A Popular Link will run across the whole website and is a great way to drive traffic to your website.</p>

ADVERTISING RATES

Display Positions

	PM	CPM
Leaderboard	£859	£3.45
Banner	£499	£2.00
MPU	£599	£2.40
Skyscraper	£499	£2.00
Button	£199	£0.80
Strip Advert	£799	£3.20

Classified Positions

	PM	CPM
Leader board	£999	£4.00
Banner	£499	£2.00
MPU	£699	£2.80
Skyscraper	£599	£2.40
Button	£199	£0.80
Strip Advert	£899	£3.60
Popular Links	£149	£0.60

Dedicated Email

Dedicated Emails	£799 / £60 cpm
Targeted Follow Up	£199 / £45 cpm



Sponsorships

Daily Newsletter Sponsorship	£799
Banner - Premium positioning	
Advertorial – Product Spotlight	



ADVERTISING CONTACTS

BY PHONE OR EMAIL

ADVERTISING MANAGER:

Nat Daniels

T 0845 075 0152

nat@GREENTODAY.ORG.UK

ADVERTISING EXECUTIVE:

Toby Carter

T 0845 075 0152

toby@GREENTODAY.ORG.UK

DESIGN SPECIFICATION

Banner Sizes (Pixels)

- Leaderboard 728 x 90
- Banner 468 x 60
- Strip Add 784 x 45
- Skyscraper 120 x 600
- MPU 300 x 250
- Button 120 x 120
- Bottom Leaderboard 728 x 90

Banner File Format GIF,Animated GIF,JPEG or SWF files must be used.

For Flash files please contact us for coding requirements.

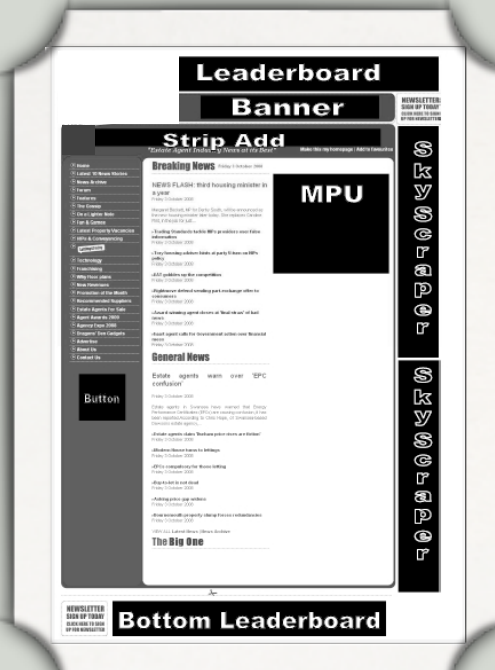
Email Broadcast

- Please send email creative in HTML or XHTML format and all coding to be in one file, including CSS style sheet.
- All images should be in JPG, PNG or GIF format and image size of less than 100kbytes.
- Emails generally cannot support flash files.
- Email coding to comply with the latest standard and will display correctly in Microsoft Outlook 2007 (Please refer to www.anandgraves.com/html-email-guide)
- Send a text version if necessary.
- Images to be hosted by the client (in extreme circumstances we can arrange a host for images).
- Please send us the 'subject line' for the send.
- To improve response rates and reduce spamming please send the creative as more than one image i.e. do not embed text with the images within the creative.

Policy

Learn about our ad submission guidelines, editorial standards, and our creative acceptance policy - all designed to optimise your message and ensure consistently high standards across RecruiterToday.

The Publishers retain full discretion as to the contents of your creative and reserve the full right to refuse to publish



an advertisement or omit or suspend any advertisement for which an order has been accepted in every case without stating any reasons for doing so.

The Publishers shall not be liable for any error, omission or inaccuracy in published advertisements, nor do they accept any liability for any loss, which the Advertiser may allege to have been caused by any such error, omission or inaccuracy.

Copy, artwork, photographic prints and other materials supplied in connection with advertisements shall be subject to the approval of the Publishers. All space will be charged at the appropriate rate prevailing at the time of publication and such rates may be altered at any time.

The publishers reserve the right to change the classification of any advertisement accepted if in the opinion of the Publisher that advertisement has been placed in an incorrect classification.

UNACCEPTABLE ADVERTISING

The Publisher reserves the right to revise or refuse, at its option, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition. Obscene, vulgar or disparaging advertising in either art or copy will not be accepted. Advertisements mentioning another party without their knowledge and authorisation may be subject to rejection.