

BE THERE ... WHEN THEY NEED YOU GreenIndustryPros.com

34,600 unique
visitors per month*

3.35 pages/visit*

138% increase
in page views
from Jan. 2013 to
Jan. 2014*

47% increase
in unique visitors
from Jan. 2013
to Jan. 2014*

**In February 2014
we launched** our completely
redesigned GreenIndustryPros.com,
bringing our audience and YOU a new
online experience in the B2B world.

Responsive design

Using “responsive design” technology,
the redesigned site delivers relevant
content and ads that **automatically
adjust to each visitor’s device**: desktop,
laptop, tablet or iPad, smartphone
or iPhone. The right content displays
correctly anywhere, anytime and on
any device.

Dynamic page load

When the visitor accesses a specific
piece of content, related content is
constantly delivered as the visitor
scrolls. **Your ads appear when the visitor
can see them**, not before. We’ll count
ad impressions when your ad is in “in
view.” not sitting unseen at the bottom
of the page.

Product Guide

This unique directory of landscaping
products offers you an affordable
way to promote your products and
generate leads directly to your inbox.

Banner (display) advertising – NOW TARGETED!

Boost your results with high-visibility
advertising that positions your ad
adjacent to relevant, customer-requested
content. Match your target audience
with our **content-specific channels**: Lawn
Maintenance, Lawn Care, Landscape
Design & Construction, Irrigation, Snow
Removal, Business and Product Guide.

Media Center

Bring your product to life by adding
video to your online ad, e-product
showcase, e-blast or posting it on
our Media Center. Our talented
video production team can create a
custom, full-feature video for you.
Ask about your own video channel on
GreenIndustryPros.com.



*Reach your clients
anytime, anywhere
and on any device*

DIGITAL DISPLAY ADS

RATES

970 x 250 Billboard – Includes a 970 x 90, 728 x 90 and 300 x 50,
which allows ads to be delivered responsively with content

970 x 90 Super Leaderboard – Includes a 728 x 90 and 300 x 50,
which allows ads to be delivered responsively with content

[Request proposal](#)

300 x 600 Half Page

300 x 250 Medium Rectangle

Wallpaper, take-over and welcome ads – Rich Media

VIDEO

Dedicated video channel – Unlimited videos

\$6,000

E-Video Showcase

\$995

PRINT PLUS E-Video Showcase – purchased with print ad

\$375

Media Center (Video Network)

\$150 / 3 months
\$300 / 6 months
\$500 / 12 months

Video newscast

[Request proposal](#)

Complete **digital technical specs** are available on our Marketing Resource Center
at GreenIndustryPros.com/advertise

* Google Analytics January 2014

GreenIndustryPros.com PRODUCT GUIDE

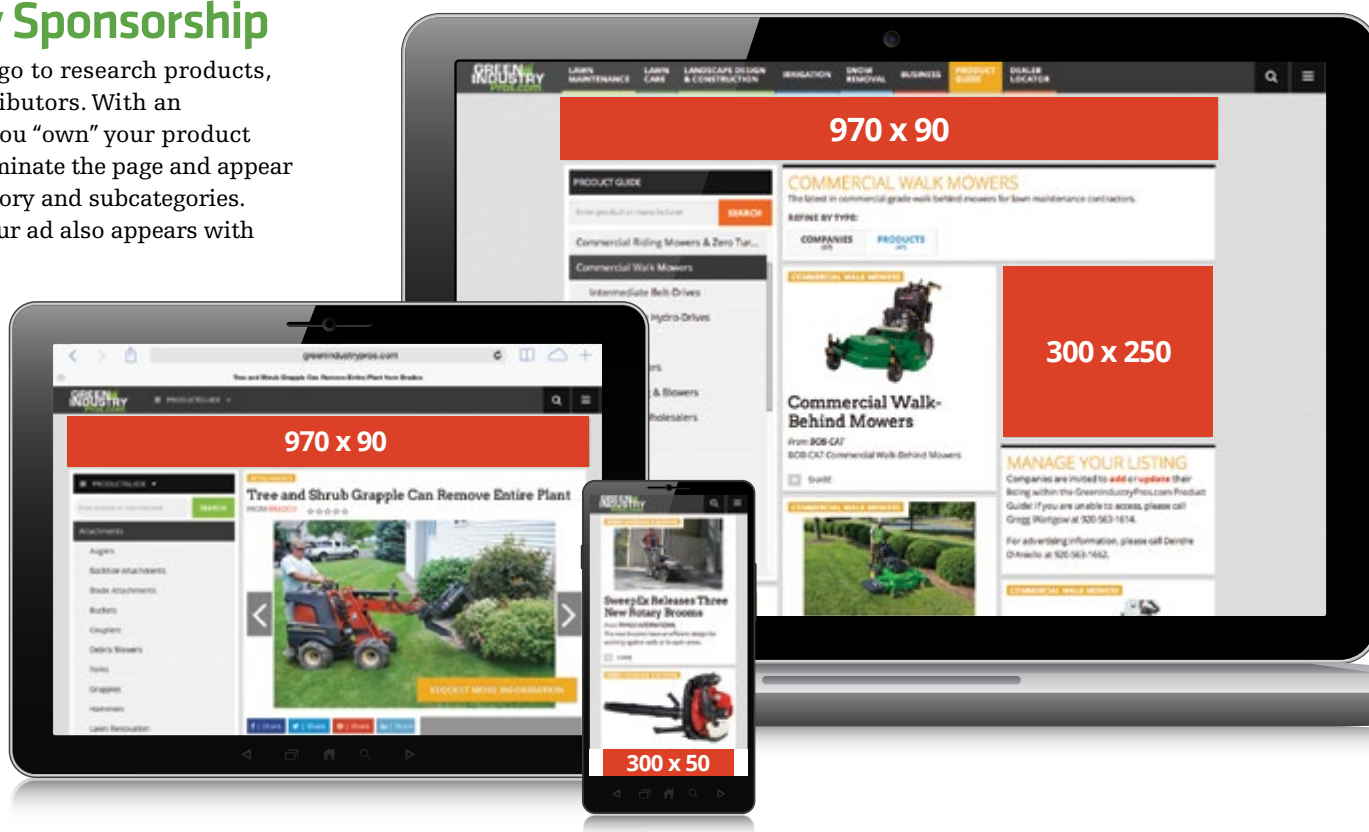
Exclusive Category Sponsorship

Be visible 24/7/365 where buyers go to research products, services, manufacturers and distributors. With an Exclusive Category Sponsorship you “own” your product category with ad positions that dominate the page and appear on search results within your category and subcategories. Through contextual advertising, your ad also appears with search results throughout the site relevant to your products or services. Product inquiries come directly to your inbox in real time!

The Product Guide generates 45% of the page views on the site.*

With **1,600 products** listed, it's no wonder contractors and dealers turn to the [Product Guide on GreenIndustryPros.com](#) to research product purchases.

* Google Analytics January 2014



Professionals rely on business-to-business media to research buying decisions.
More than 60% of them use websites and manufacturer product info to research purchases.

Source: The 2013 ABM Value of B-to-B Report, [abmassociation.com](#) – July 30, 2013

EXCLUSIVE SPONSORSHIP	SPECS	RATES
Ad sizes included:		Request proposal
Super Leaderboard	970 x 90 Pixels	
Leaderboard	728 x 90 Pixels	
Half Page	300 x 600 Pixels	
Medium Rectangle	300 x 250 Pixels	
Mobile	320 x 50 Pixels	

EMAIL

Your email message goes right to our subscribers' inbox.

Partner with Cygnus, and through our extensive databases, target your audience by behavior, company category, job title or region.

Email blasts

Sponsored exclusively by YOU, e-blasts feature your content and branding. Use an e-blast to secure instant purchases, drive traffic to your website and build your brand.

E-Product or E-Video Showcase

Send your product or service promotion directly to subscribers' inboxes with an E-Product Showcase. Add video to really grab attention and generate response.

E-newsletter sponsorships

Align your marketing message with our focused editorial content that dissects important trends, products and economic issues affecting the green industry.

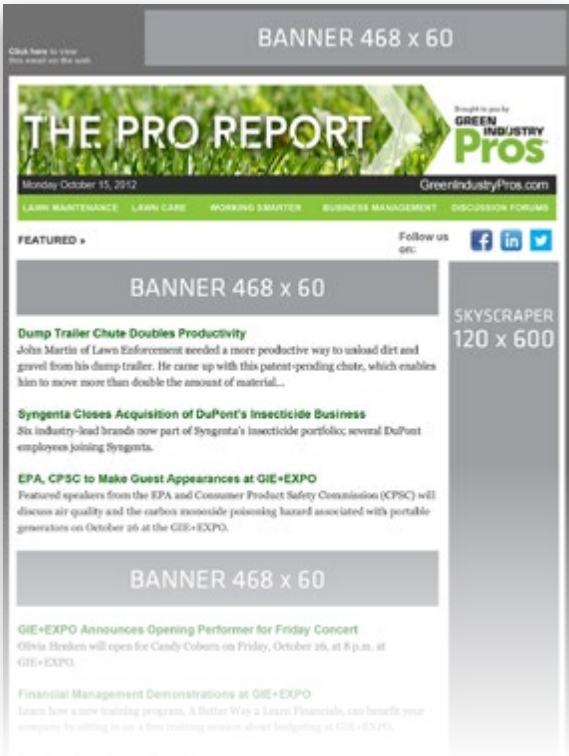
Event marketing

Extend the life of your trade show or event participation with pre-show and post-show promotions. Request a booth or demonstration video, iPad app sponsorship, online advertising or e-newsletter sponsorship, advertisements on the web portal event page or event product showcase.

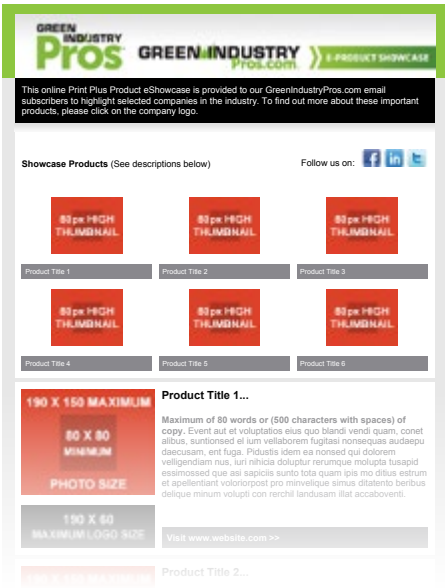
Webinars/webcasts

Generate leads and position your company in the expert role with a webinar/webcast sponsorship. Speak directly to customers and prospects with this online, show-and-tell format. Sponsor a webinar and get the entire lead list, as well as responses to your company-specific questions.

E-newsletter



E-Product Showcase



Specs / Rates

EMAIL	SPECS	RATES
E-blasts	Available online	0.35/name
E-Product or E-Video Showcase	Available online	\$995
PRINT PLUS	Available online	\$375
E-Product or E-Video Showcase purchased with print ad		
CONTENT E-NEWSLETTERS		
The Pro Report	468 x 60 Banner – Top position	\$800
	120 x 600 Skyscraper	\$800
	468 x 60 Banner – Lower positions	\$675
	Hot Product	\$600
	120 x 90 Button	\$500
Custom branded e-newsletter – Sent to up to 10,000 names		\$5,000
WEBINARS/WEBCASTS		
Webinar/webcast sponsorship		Request proposal

For complete specs, please visit our marketing resource center at GreenIndustryPros.com/Advertise.

800.547.7377

**Contact us today for an entirely new experience
in business-to-business marketing planning.**

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For updated information throughout the year, visit our marketing
resource center at **GreenIndustryPros.com/Advertise**

THE CYGNUS DIFFERENCE

*As one of America's top business-to-business
media companies, Cygnus Business Media
is leading the way in providing marketing
solutions and targeted content to top
decision-makers and organizations.
We reach millions of professionals annually
across **FIVE MEDIA PLATFORMS**. Our corporate
initiatives and organizational architecture
are built with one goal: fully engaging
business audiences in the markets we serve.*

30 websites

28 print magazines

1.3+ million print circulation

27 digital editions

16 trade shows

Publisher's own data