



The Green Scene: Overview & Advertising Information

The Green Scene is the quarterly e-newsletter created by Green Key Global specifically for members of the Green Key Eco-Rating Program. The publication aims to provide members with eco-tips, resources, articles related to points within the Green Key Audit, upcoming events, member news and much more.

The Green Scene is distributed every January, April, July and October with an estimated distribution of just over 1,200 per issue. Launched in Spring 2008 this publication ranges from 6 – 10 pages in length, full-colour, produced in-house and distributed as a PDF. We do anticipate format changes as the publication matures i.e. length, distribution format.

The Green Scene is currently produced and distributed by the Hotel Association of Canada (HAC). HAC strives to include content relevant to both Canadian (including some content in French) and US members.

Archived issues of The Green Scene are housed in the Hotel Members' Area of the Green Key website. In addition to the 1,200 e-copies that are distributed, the archived versions are also frequently downloaded by members.

Industry-relevant, non-promotional article submissions are accepted, subject to available space, approval and editing by Green Key Global. Paid advertising opportunities are also available. Submission deadlines are typically the third Monday of the month prior to the edition the submission/advertisement is to appear in (see *Ad Rate Sheet* attached).

Regular Features:

- Feature Article (themes to date: What is Green Energy; Carbon Credits vs Carbon Offsets; The Allergic Guest)
- Green Thumbs (member news with a 'green' spin)
- Facts/Tips
- Noteworthy (awards, etc.)
- EnviroEvents
- Inquiring Minds (member questions answered)

The Green Scene Distribution List Includes:

- Participating Green Key Hotels (Canada & US)
- Corporate Members (Hotel Association of Canada)
- Board Members (Hotel Association of Canada)
- Green Product Directory Companies
- Contributors/Advertisers
- Green Key Program Strategic Partners



The Green Scene Ad Rate Sheet

Quarterly Publication

Ad Size	Frequency (\$ per placement)				Dimensions In inches
	1 time	2 times	3 times	4 times	
1/4 Page	\$200.00	\$175.00	\$150.00	\$125.00	(width) 3.875" x 4.875" (depth)
Banner Horizontal	\$150.00	\$125.00	\$100.00	\$75.00	(width) 7.5" x 1.75" (depth)
Business Card	\$100.00	Frequency rates not applicable	Frequency rates not applicable	Frequency rates not applicable	(width) 3.5" x 2" (depth)

Artwork Information

The Green Scene is produced in-house so please adhere to the following requirements when sending us your artwork:

- Ads must be provided in the actual size chosen – we will not resize files
- Full colour or black & white ads are accepted
- Format: high resolution .tif, .eps or PDF
- Platform: PC only
- Please include all fonts and pictures with artwork

NOTES: We do not, at this time, accept multimedia-style advertisements.

Submission/Distribution Information

The Green Scene is published quarterly and distributed during the months of:

- January/February
- April
- July
- October

Submission Deadlines (2009):

- December 15 (2008) for January/February Issue
- March 16th for April Issue
- June 15th for July Issue
- September 21st for October Issue

Any questions, please contact:

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The Green Scene Ad Insertion Order

Please Print or Type the Following Information:

Company Name: _____

Address: _____

City/Province/Postal Code _____

Area Code

Telephone Number

Area Code

Fax Number

Contact Name of Person authorized to place advertisements for this company

Title

I / We wish to place the following insertion order:

Size: _____ Special Position (covers and page 2 excluded): _____

Single Issue Insertion (circle issue):

Winter (January/February)

Spring (April)

Summer (July)

Fall (October)

OR

Multiple Issue Insertion (circle appropriate number): 2 3 4 more _____

Run to Begin with the following issue (circle issue):

Winter

Spring

Summer

Fall

Payment:

Single Insertion – invoice will be sent after the issue featuring the ad is published.

Multiple Insertions – invoice will be sent after issue containing first run ad is published.

Signature of Authorized Company Representative

Date