
Building
a sustainable
future



Reach Property Professionals from around Australia

Media Kit

Advertise with the
Green Building Council of Australia

+612 8239 6200
advertising@gbca.org.au

Want to put your brand in front of key decision makers and project managers within the green building industry?

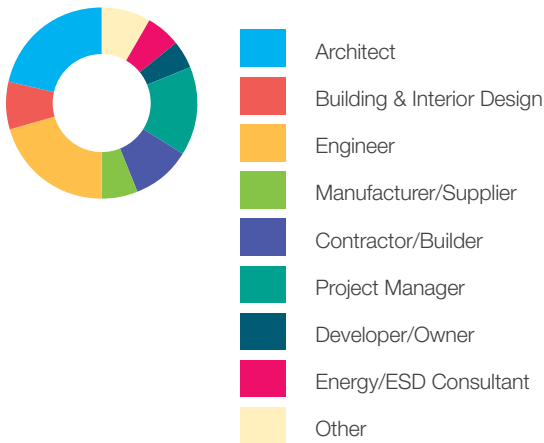
The Green Building Council of Australia (GBCA) reaches over 32,000 green property professionals every month through multiple channels including publications, website and e-communications. By advertising with the GBCA, you will reach a targeted audience who are highly engaged with the green building industry. Advertising opportunities include:



- **Green Building Evolution**
- **Green Star Technical Manuals**
- **Green Star Foundation Course Workbook**
- **GBCA website**
- **Monthly E-newsletters**
- **GBCA competitions**

Our readers are at the core of the sustainability sector

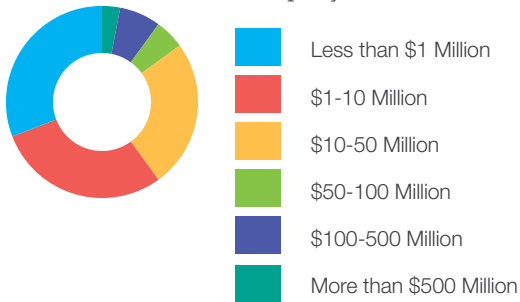
Profession



GBCA Membership



Company Value



GBCA members and subscribers come from a variety of backgrounds, all committed to greening the built environment.

Our core group of readers include:

- **ESD Consultants**
- **Architects & Designers**
- **Property professionals**
- **Engineers, Technicians & Environmental Scientists**
- **Project Managers**

Green Building Evolution

Green Building Evolution is an annual publication of the Green Building Council of Australia, released each year at Green Cities, the GBCA's green building conference. Green Building Evolution features the latest global research, statistics and trends, together with case studies that highlight Australia's world leading position in sustainable building. If you want to reach the decision makers within the green building environment, then this is the publication you need to be in.



Circulation

- 3500 printed copies
- 1500 CD roms
- Available online for download
- Distribution channels
- Green Cities delegates
- CEOs and Heads of sustainability for member organisations
- Official Federal and State Government meetings and events
- GBCA Boardroom Lunches and Leading Green Thinker events

Target

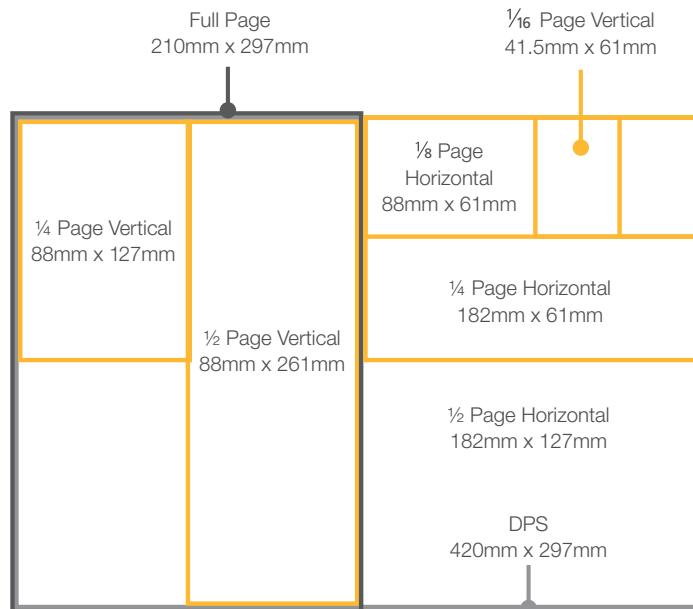
- Chief Executive Officers for large building owners and developers
- Federal and State Government
- Heads of Sustainability
- Senior Engineers, Architects, Designers and ESD consultants

Who can advertise

- Members
- Non members

Rates & Specs

		Non-Member	Member
Ad/ Advertorial	Double Page Spread	\$7,563	\$6,050
	Full Page	\$5,302	\$4,242
	½ Page	\$3,773	\$3,018
	¼ Page Vertical	\$2,717	\$2,174
	¼ Page Horizontal	\$2,717	\$2,174
	⅛ Page Horizontal	n/a	\$1,100
Cover	⅙ Page Vertical	n/a	\$ 520
	Outside Back Cover	\$9,075	\$7,260
	Inside Front Cover	\$8,140	\$6,512
	IFC Double Page Spread	\$9,680	\$7,744
	Inside Back Cover	\$7,563	\$6,050
	IBC Double Page Spread	\$8,712	\$6,970



Deadlines: Bookings 11 November 2011, material 25 November 2011. Bookings will ONLY be confirmed on receipt of payment. **Contact gbc@wingrovedesign.com.au for more information**

Green Star Technical Manuals

Green Star technical manuals are available for all Green Star tools – they are an essential guide for Project Managers working through Green Star submissions and those studying for the Green Star Accredited Professional exam. These technical manuals have a long shelf life and are often shared amongst many project managers within a workspace.



Circulation

- Green Star Education
400 per print run
- Green Star Healthcare
400 per print run
- Green Star Retail Centre
200 per print run
- Green Star Office Interiors
200 per print run
- Green Star Industrial
100 per print run
- Green Star Multi Unit Residential
100 per print run

Distribution Channels

- GBCA online shop
- GBCA courses

Target:

- Project Managers
- Green Star project teams
- Potential Green Star Accredited Professionals

Who can advertise

- Members

Rates (all advertisements are full page, A4)

Description	Rate (GST incl)
Inside front cover	\$7000
Outside back cover	\$7000
Inside back cover	\$6000
Front of book, internal	\$5000
Back of book, internal	\$3000

Specs

- Size: A4 210mm width x 297mm height
- Bleed: 5mm
- Artwork must be supplied as high resolution, print ready PDF
- Include bleed and crop/registration marks
- Supply high resolution colour proof with registration marks at 100%
- Image resolution 300 dpi
- CMYK or Grayscale

Full Page A4
210mm x 297mm
5mm Bleed

Bookings: advertising@gbca.org.au
+612 8239 6200

Green Star Foundation Course Workbook

The GBCA trains over 3500 green building professionals annually in the fundamentals of Green Star in the Green Star Foundation Course. As part of this training, attendees are provided with a course workbook which details all they need to know from the course and is used as a study tool for those sitting for the Green Star Accredited Professional exam. Opportunities are available for advertisers to position their products and services in the relevant categories within the workbook. There are a number of categories including:

- Management
- Indoor Environment Quality
- Energy
- Transport
- Water
- Materials
- Land use and ecology
- Emissions
- Innovation
- As well as general sections within the book



Circulation

Annual course attendance is more than 3500 individuals from the green building industry.

Who can advertise

- Members

Target

Course participants come from an increasingly diverse range of professions including:

- Academics
- Architects
- Contractors/builders
- Cost planners
- Engineers
- Facilities managers
- General managers
- Interior designers
- Landscape architects
- Marketing managers
- Policy advisers
- Product manufacturers
- Project managers
- Quantity surveyors
- Lawyers

Bookings: advertising@gbca.org.au
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Rates

Description

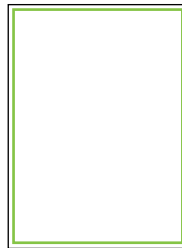
- Inside front cover
- Outside back cover
- Inside back cover
- Internal

Rate (GST incl)

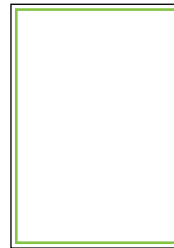
- \$7000
- \$7000
- \$6000
- \$4000

Specs

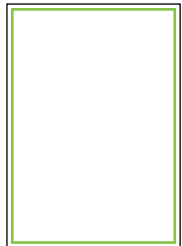
Inside front cover
224mm x 297mm



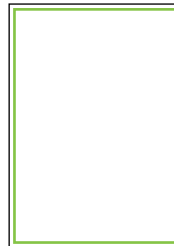
Inside back cover
205mm x 297mm



Outside back cover
209mm x 297mm



Internal
210mm x 297mm



- Bleed: 5mm
- Artwork must be supplied as high resolution, print ready PDF
- Include bleed and crop/registration marks
- Supply high resolution colour proof with registration marks at 100%
- Image resolution 300 dpi
- CMYK or Grayscale

gbca.org.au

The GBCA website is the number one source for green building professionals to find out all things related to green buildings and Green Star. A high traffic website, advertisers have the opportunity to achieve the reach and frequency to achieve high brand awareness.

The GBCA website covers:

- Everything you need to know about Green Star rating tools
- All GBCA events
- GBCA educational courses and the Continuing Professional Development
- International and Australian green building case studies
- The latest green building news
- Resources for greening schools and tenancies as well as information on government policies and incentives for green buildings



Website Statistics

- 33,000 unique visitors per month
- 145,000 page impressions per month
- 4.5 pages per visitor
- 17,750 email subscribers

Who can advertise

- Members

Target

- Building owners
- Developers
- Contractors
- Facility managers
- Architects
- Students
- Engineers
- ESD consultants
- Quantity surveyors
- Manufacturers
- Financial institutions
- All levels of government

Rates

Booking rates (incl GST)	One month	12 months
Home and Secondary pages	\$935	\$10,285
Homepage only	\$660	\$7,260
Secondary pages only	\$440	\$4,840

Specs

Placement	Size (pixels)	File type*	Max file size
Homepage ad	300(W) x 150(H)	Jpg, gif	20kb
Secondary page ad	195(W) x 130(H)	Jpg, gif	20kb

* Flash files may be accepted, with a maximum file size of 100kb, for an additional fee. Please contact us for specific quotes

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The GBCA is a non for profit organization and does not offer an agency rate. We do not discount out online advertising.

Green Building Voice e-newsletter

The Green Building Voice is distributed to over 16,000 readers each month. The e-newsletter reports green building news from Australia and around the globe. There are features on GBCA news, Green Star case studies, International green building news and events, and updates on GBCA's advocacy efforts. The Green Building Voice is an excellent source of market intelligence for all green property professionals.

Circulation

- 16,000 readers per month

Target

- Building owners
- Developers
- Contractors
- Facility managers
- Architects
- Students
- Engineers
- ESD consultants
- Quantity surveyors
- Manufacturers
- Financial institutions
- All levels of government

Who can advertise

- Members

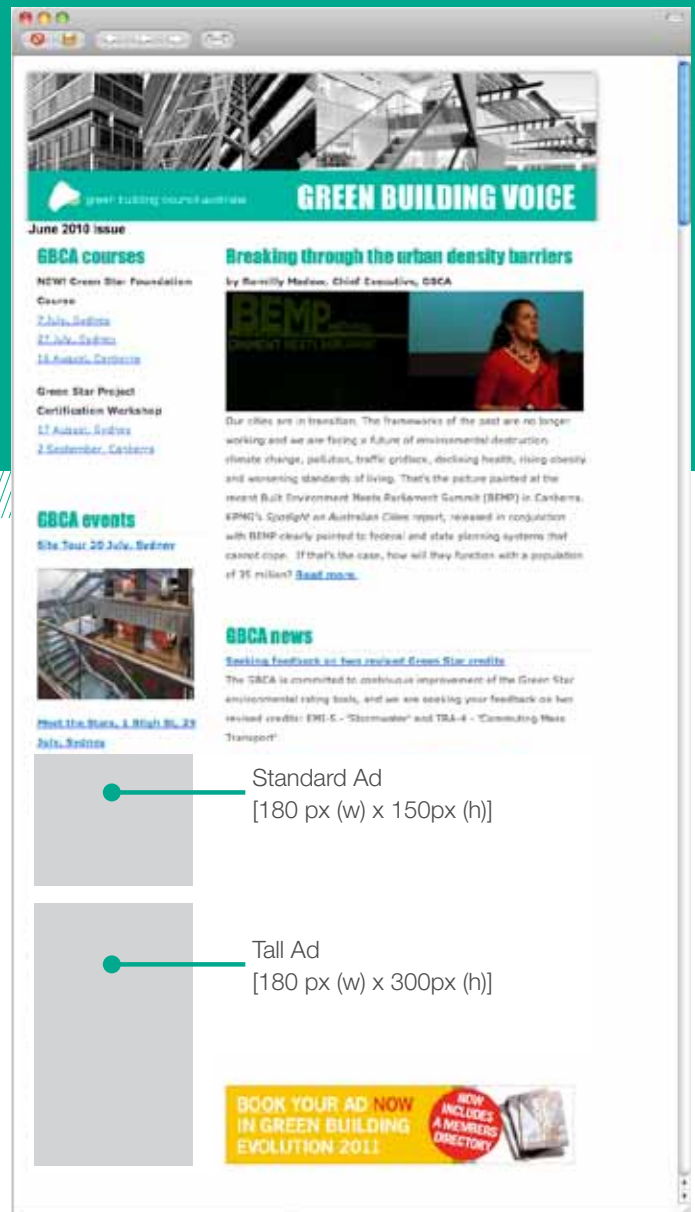
Rates

Booking rates (incl GST)	One month	12 months
Standard Ad	\$275	\$3025
Tall Ad	\$500	\$5500

Ad specs

Ad type	Size (pixels)	File type*	Max File Size
Standard Ad	180 (W) x 150 (H)	jpg, gif	20kb
Tall Ad	180 (W) x 300 (H)	jpg, gif	20kb

* Flash files may be accepted, with a maximum file size of 100kb, for an additional fee. Please contact us for specific quotes



Standard Ad
[180 px (w) x 150px (h)]

Tall Ad
[180 px (w) x 300px (h)]

Bookings: advertising@gbca.org.au
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In-kind Promotion

The GBCA periodically runs competitions among its members, and your organisation has the opportunity to provide the award. Competitions are heavily promoted through the GBCA website, e-newsletters, email campaigns and through GBCA courses and events.

This is an opportunity to showcase your product to the green leaders simply by donating the prize.

Previous in-kind support has included:

- 2 nights at the Daintree Eco Lodge & Spa
- Use of Trek Bicycles in displays at Green Cities
- Plants for display and as prizes from Ambius
- iPad supplied by Umow Lai for research survey

Who can donate

- Members
- Non members



Sponsorship

GBCA also has a number of sponsorship opportunities for our events, rating tools and education programs.

For more information visit

www.gbca.org.au/be-involved/become-a-sponsor

Who can sponsor

- Members

Bookings: advertising@gbca.org.au
+612 8239 6200