



The Sustainable Building Quarterly

When capability meets conscience the result is a higher quality of life. *GreenSmart* magazine is the vehicle for achievers in sustainability. With a readership of over 30,000 and a hard-core cadre of construction decision makers, *GreenSmart* takes your message to the market that leads the green revolution.

Editorial Highlights

Spring: May (Inaugural) Issue

Closing Date: March 23, 2007

Sustainable Neighborhoods - The OHSU South Waterfront and Vulcan's South Lake Union are changing urban life.

Insight on Sites – Landscaping and Sitework a major part of the Brightwater project.

AIA Portland – A view of sustainability in its new office space.

Painting Green

Summer: July Issue

Closing Date: May 24, 2007

McGraw-Hill Construction reports that education is the fastest growing sustainable market segment. See how northwest leaders are leading the way.

A look at technology that saves energy, helps with recycling, and improves education in local schools.

Green Windows

Fall: October Issue

Closing Date: Aug. 22, 2007

Focus on alternative energy projects and buildings that conserve.

Portland General Electric and Puget Sound Energy wind farm projects.

Buildings off the grid – designs that help building owners conserve.

Green Finishes

Winter: January Issue

Closing Date: Nov. 20, 2007

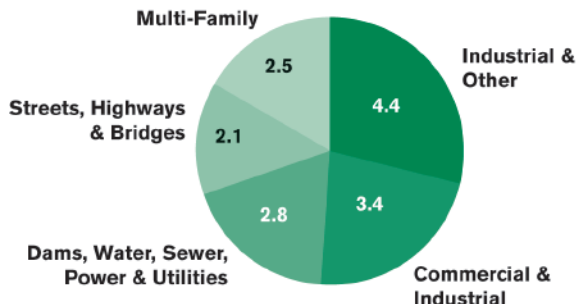
The First Annual GreenSmart Awards



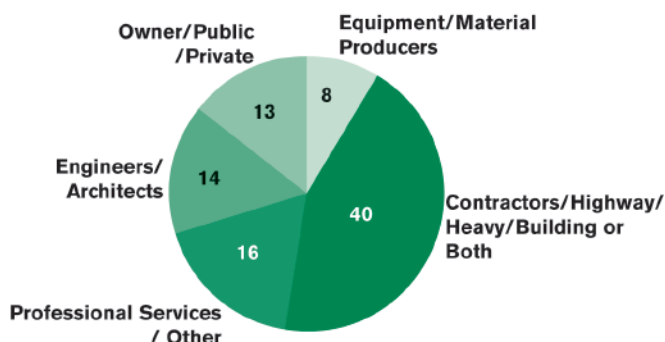
McGraw-Hill Construction
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Seattle, WA 98106
www.northwest.construction.com

Distribution

Delivering a \$15.2 billion market in Washington and Oregon



Readership Base

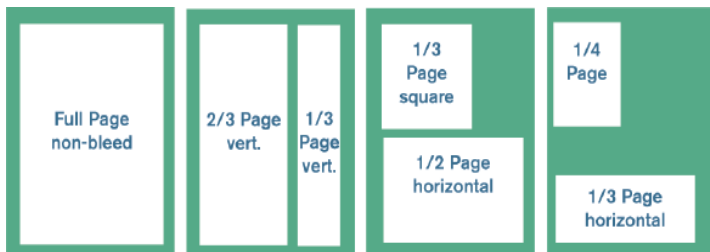


Bonus mailing to: Cascadia Chapter USGBC, Energy Companies, NEBC Members, Public Agencies & Business Associations

Advertising Rates

Black & White			Two Color- *Black plus one color			Four Color		
Page	1x	4x	Page	1x	4x	Page	1x	4x
Full	\$1,180	\$1,070	Full	\$1,420	\$1,310	Full	\$1,730	\$1,620
2/3	\$975	\$885	2/3	\$1,215	\$1,125	2/3	\$1,525	\$1,435
1/2	\$765	\$690	1/2	\$1,005	\$930	1/2	\$1,315	\$1,240
1/3	\$605	\$540	1/3	\$845	\$780	1/3	\$1,155	\$1,090
1/4	\$505	\$460	1/4	\$745	\$700	1/4	\$1,055	\$1,010

• Check with your Display Account Manager for charter advertiser status



Special Position Rates - Earned Rate Plus:

Back cover \$750 • Inside front \$300 • Facing inside front \$300 • Inside back \$200
All others 15%

Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission E-mail.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXpress, Adobe Photoshop and Adobe Illustrator.

Contracts and advertising acceptance provisions

- The provisions of this rate card are the official rates and regulations.
- Publisher reserves the right to reject any advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom against the Publisher.
- Cancellation of advertisement will be accepted only if received in writing not less than (10) days in advance of closing date. Preferred position orders are non-cancelable.
- The publisher reserves the right to put the word "Advertisement" with copy that, in the Publisher's opinion, resembles editorial matter.
- All consecutive and nonconsecutive contracts must be filled within one year of date of contract.
- An incomplete schedule will be subject to short-rate computed at earned rate.
- Credits incurred by increasing frequency during a contract year will be applied toward future billing for space. No cash rebates or credit to past balances will be made.
- Contracts are subject to rate change with 60 days notice by the Publisher. If such revision is unacceptable to the advertiser the contract may be cancelled without short-rate.
- An advertiser can increase or reduce a display ad size under a multiple insertions contract: the new size rate will be computed at the same frequency contracted.

Recognized agency: "Recognized agency" as used in this rate sheet refers to an individual or group or individuals, independent of the advertiser, who makes the media selection, handles the order, coordinates and processes the space placed with the Publisher under terms of this rate sheet, provides final electronic files and proofs, furnishes and prepays transportation and import charges on all printing materials submitted and processes prompt payment.

Issuance and closing dates Northwest Construction Magazine is published monthly. Closing date is approximately one month prior to publication. All materials for display advertising, including complete electronic files, alterations, furnished inserts and insertion orders, must be received approximately 20 days preceding date of issue. When no acceptable copy is furnished by material date for space under contract, the Publisher reserves the right to repeat latest advertisement or to charge for unused space. No cancellations after deadlines.

Agency commissions. A 15% commission will be given to recognized agencies on all rates for final material (prepress to our specifications). If other material is furnished, conversion charges will be billed to agency plus 10 percent. Advertisements one-quarter page or under are noncommissionable. Commissions will not be given to accounts that are 60 days past due. Production services. Our production department has the capability to provide design services at a normal rate. Ask a Sales Representative for more details.

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