

green city

THE SUSTAINABLE URBAN ENVIRONMENT

COOL VANCOUVER

VISIONS FOR A SUSTAINABLE CITY

6

SMART
COMMUTERS

A FISH STORY
HEALTHIER & ENERGY-SAVING HOMES

ALBERTA'S BOLD BUILDERS
BANFF'S GREEN REVOLUTION





A MAGAZINE FOR TODAY'S DISCERNING CONSUMER

A significant and growing number of Canadian consumers are concerned about the health of their homes and the effect of their lifestyle choices on the environment. Their demographic profile is of younger, wealthier and better educated people, who think carefully about the products and services they buy.

Green City is a quarterly magazine aimed at this discriminating audience, people who are financially capable of supporting their lifestyle choices, be they in the realm of residential, transportation, recreation, personal health or other aspects of an active life.

Distributed quarterly by special arrangement with Home Depot through their 26 outlets in Western Canada.

Minimum press run: 40,000. Estimated weekly customer flowthrough: 600,000.

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OUR PREMIER ISSUE

A sampling of the feature articles you will discover in our first issue. Pick it up in August at your nearest Home Depot store.

- ▶ **Cities Going Green:**
Urban planners outline environmental visions
(First stop: Vancouver)
- ▶ **Healthier Homes:**
Saving on energy, improving air quality and comfort
- ▶ **A fish story:**
Keeping endangered species off the menu
- ▶ **Alberta's bright builders:**
Energy-rich province leads in ecologically-aware homes and offices
- ▶ **Personal Power:**
Off-the-grid electrical options
- ▶ **Smart Commutes:**
Steps to save time, money and energy
- ▶ **Global Update:**
News and developments from around the world

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YOUR ACCESS TO A RAPIDLY CHANGING WORLD

- ▶ Our readers are discriminating and environmentally aware.
- ▶ They represent a significant and growing segment of the Canadian population.
- ▶ They're willing and financially able to pay for their positive lifestyle choices.
- ▶ Our readers are seeking information sparked by the Kyoto Protocol and other initiatives that are bringing environmental awareness to the forefront.
- ▶ Your advertisement will identify you with the leading edge of a powerful and accelerating shift to sustainability imperatives.
- ▶ We've partnered with Home Depot - the ideal venue for the distribution of Green City. Home Depot shares our environmental and ecological values, and wants to make a difference.

EDITORIAL CONTENT

Green City highlights the opportunities that are available to make purchasing decisions that are personally and socially healthy, and also good for the planet. Editorial features and departments will focus in a practical way on six key sectors:



- ▶ **Building and renovation** - home and work environment;
- ▶ **Transportation** - individual and mass transit;
- ▶ **Community planning** - doing a better job with our communities and infrastructure;
- ▶ **Energy** - conservation and alternative sources;
- ▶ **Water** - conservation, treatment and handling;
- ▶ **Lifestyles** - choices for responsible living.



WHY HOME DEPOT IS THE IDEAL DISTRIBUTION PARTNER

The world's largest home improvement retailer, Home Depot, has a deeply environmental corporate culture, defined in the following statement:

"At Home Depot, we realize how vitally important it is to conserve our environment. The following principles help to guide us in our actions and lead us down a path of sustainability:

- ▶ We are committed to improving the environment by selling products that are manufactured, packaged and labeled in a responsible manner, that take the environment into consideration and that provide greater value to our customers.
- ▶ We will support efforts to provide accurate, informative product labeling of environmental marketing claims.
- ▶ We will strive to eliminate unnecessary packaging.
- ▶ We will recycle and encourage the use of materials and products with recycled content.
- ▶ We will conserve natural resources by using energy and water wisely and seek further opportunities to improve the resource efficiency of our stores.
- ▶ We will comply with environmental laws and will maintain programs and procedures to ensure compliance.
- ▶ We are committed to minimizing the environmental health and safety risk for our associates and our customers.
- ▶ We will train our employees to enhance understanding of environmental issues and policies and to promote excellence in job performance and all environmental matters.
- ▶ We will encourage our customers to become environmentally conscious shoppers."

Executive Environmental Council

In support of these principles, Home Depot in 1997 formed an Executive Environmental Council to integrate environmental planning within every aspect of the company. Efforts are focused on many issues, including waste reduction, the development of alternative products, sustainable forestry practices, and green building design. "We believe building responsibly is a form of stewardship and is simply a smart way to building quality, affordable housing."

The Home Depot Foundation

In addition, the Home Depot Foundation supports, through grant-making programs, affordable housing initiatives that incorporate green building attributes.

The Foundation also funds, with non-profit partners, programs designed to restore urban and rural forests in order to create healthier natural areas and a better environment for our communities.

WHERE SMART PEOPLE SHOP, THAT'S WHERE YOU'LL FIND US

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Press Run: 40,000 copies, distributed quarterly through dedicated Home Depot Superstore magazine stands across Western Canada. Estimated weekly shopper flowthrough: 600,000

SCHEDULES - 2005 Advertising Rates and Deadlines

	<u>Fall</u>	<u>Winter</u>	<u>Spring 2006</u>	<u>Summer 2006</u>
Advertising close date:	June 10	Sept. 16	Dec. 16	Mar. 17
Material submitted:	June 17	Sept. 23	Jan. 6	Mar. 24
Publication date:	Aug. 2005	Nov. 2005	Mar. 2006	June 2006



In partnership with Home Depot

ADVERTISING RATES

Rates are net and in Canadian dollars, excluding Canadian taxes, production included (*unless special requirements apply*).

SIZE	Process Colour	Black & White
Double Page Spread	\$8,900	N/A
Full Page	\$4,850	\$3,800
2/3 Page	\$4,050	\$3,240
1/2 Page	\$3,500	\$2,800
1/3 Page	\$2,850	\$2,280
1/4 Page	\$2,430	\$1,944
1/6 Page	\$1,950	\$1,560
1/8 Page	\$1,800	\$1,440
Products/Service page	\$ 995	\$ 796
Business Card	\$ 600	\$ 480

- ▶ Spot colour add \$400 to b&w rate.
- ▶ Specially mixed colours add \$500.

Special Positions:

Outside Back Cover	\$6,500
Inside Covers	\$6,000
Other guaranteed positions	15% premium
Advertorial double page	\$8,500

Frequency Discounts:

Two time rate	10% discount
Three time rate	15% discount
Four time rate	20% discount

TECHNICAL REQUIREMENTS

Submission Guidelines:

Please provide Mac QuarkXpress 4.11 or Illustrator10 or lower files along with all supporting files and postscript type 1 (or 2) screen and printer fonts.

Email & FTP are also available, but please talk to us first. And please supply a proof of your ad with your disk.

Bleed Ads:

Please keep all critical elements 1/2 " in from the trim.

MECHANICAL REQUIREMENTS

SIZE	Width (inches)	Height (inches)
Full page trim size	8 1/8	10 13/16
Full page bleed	8 3/8	11 1/16
Type area	7 1/8	9 13/16
2/3 Vertical	4 11/16	9 7/8
1/2 Horizontal	7 1/8	4 13/16
1/2 Vertical	3 7/16	9 7/8
1/2 Island	4 11/16	7 5/16
1/3 Horizontal	7 1/8	3 1/8
1/3 Square	4 11/16	4 13/16
1/3 Vertical	2 1/4	9 7/8
1/4 Horizontal	7 1/8	2 3/8
1/4 Square	3 7/16	4 13/16
1/6 Vertical	2 1/4	4 13/16
1/6 Horizontal	4 11/16	2 3/8
Products & Services **	3 1/2	3
Business Card ***	3 1/2	2 3/16
Double page spread (with bleed)	16 3/8	11 1/8

** Available in "Products & Services" section only.

*** Available in "Business Card" section only.

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