

# Southeast



# green

## Rate Card

Your connection to the Green Community

Southeast Green is a website dedicated to placing you in front of people who are interested in green and sustainable products in the Southeast. It will:

- Increase awareness of your product or service and increase your market share.
- Link your business to the green community, business referral development and networking.
- 50,000+ Page Views A Month!

### What are partners are saying...

"Southeast Green is the most comprehensive Green Resource on the Internet today. Their range of timely up-to-date information has been crucial in the business decisions that our company makes when sourcing resources that are pertinent to the restaurant industry and the business community as a whole. Through our partnership, they have increased traffic to our website and increased our business. Their reach is incredible, it seems that no matter which way I turn, There is Southeast Green!"

*Carl Muth – Food Service Resource.com*

I have been a member of the SouthEast Green directory for over a year and I find it the most valuable tool to network and connect with other green companies. SouthEast Green also provides dates of events and festivals with green themes giving us the opportunity to attend and or participate in these events.

SouthEast Green has helped me streamline my organic focus and played an integral role in building my business. Without this, I would have missed out on the opportunity to build numerous relationships with other business professionals that share my vision for a cleaner environment.

*Fran Travis, CEO – My Earth Products*

### Advertising Options

Through our partnership with the Green Chamber of the South, we are offering the following listing and sponsorship options:

- **Upgraded Business Listing – \$400/year for Green Chamber of the South Members – the standard rate for this listing is \$450 annually.** This directory listing includes your logo, contact information, website link, and a text description of your business (product and/or service) in up to three directory categories.
- **Display Ad – \$800/year for Green Chamber of the South Members – the regular rate is \$900 –** includes upgraded business listing, article publication and full page description of your product/service, including certifications, links back to your website, a logo image, unlimited category listings. Display ads are placed on the home page, on all pages of the Directory and in the Green news categories which includes eight sections of editorial content.
- **Editor's Pick – \$1000/year for Green Chamber of the South Members – standard rate is \$1200/year.** Give a brief description of your services and we will link to an article on the website that leads to your website or directly to your website. Editor's picks are located on the upper section of the right hand column on all editorial pages, image diaries, how-to's and blogs on the Southeastgreen.com site.

**SoutheastGreen** welcomes opportunities to partner, support, and promote green and sustainable businesses. For more information on joining the fastest growing online business directory in the Southeast, contact:

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# Fact Card

Your connection to the Green Community

**SoutheastGreen.com** is a website and directory dedicated to placing you in front of people who are interested in green and sustainable products in the Southeast.

**SoutheastGreen** is fast becoming a destination for eco-friendly and sustainable products, services, and resources, by providing an online business directory, news, and information for the southeast.

## Website

With over 750 pages of content, SoutheastGreen has experienced rapid growth in visitors, buyers, and decision makers.

The site offers:

- Business Directory
- Green News
- Event Calendar
- Blogs
- Tips & FAQs

Additional content can be found in the Video Image Diaries and Cool Products

## Paid sponsor percentages:

- 21% are advertising as well as listing on the site
- 47% have listings in the directory
- 32% have listings in the Cool Products Gift Guide

## Performance & Goals

Website traffic is an ever changing and evolving science. We currently have 16,000 email impressions and the following website results.

Period	Page Views	Visitors	Hits
2008 4 <sup>th</sup> Qtr	76,331	16,349	488,759
2009 1 <sup>st</sup> Qtr	100,006	21,774	845,808
2009 2 <sup>nd</sup> Qtr	163,186	35,408	1,274,785

## 2009 Goals

1.2 million page views                      150,000 e-mail impressions

## Partnerships/Strategic Alliances

- Enviro Expo USA.
- Dogwood Alliance/Decatur Green Fest
- Sustainable Atlanta
- Green Business Works
- The Green Food Service Alliance
- Chattahoochee Nature Center
- P2AD Champion
- Green Chamber of the South
- Georgia Interfaith Power and Light Building Conference

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