



PRISM

Sustainability in the Built Environment



2018 MEDIA KIT

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PRISMPUB.COM

ABOUT PRISM

PRISM | Sustainability in the Built Environment is a leading growth-orientated publication covering all aspects of the architectural built environment. An online bimonthly publication and daily website ensure readers have all of the latest information on sustainable building design and materials at their fingertips.

PRISM partners with the industry to transcend the typical definition of 'sustainability' to illuminate the essence of sustainability throughout the entire life cycle of the architectural built environment.

PRISM integrates the whole building — providing timely news and information on building science, color and design; historic restoration and preservation; landscape architecture; urban and exurban planning; and industry news, focusing on the commercial and institutional markets.

PRISM covers the inside and out.

- Interiors — Floors, walls and ceilings. Including substrates, paints and coatings, materials and techniques.
- Below and above-grade waterproofing.
- Inside the wall — Air/vapor barriers and insulation.
- Roofing — Reflective, photovoltaics, materials, coatings and green roofs
- Exteriors — Metal, masonry/concrete, wood, glass



Cypress Inside and Out as Environmental Center Earns Living Building Certification

by Southern Cypress Manufacturers Association | Apr 19, 2017

Designed by SmithGroupJJR, one of the largest architecture firms in the U.S., the Center was built to showcase technology contribute to net-zero energy, water, and waste. According to project manager and design architect Greg Mella, FAIA, to natural materials, such as cypress, to reinforce a sense of place.

[read more](#)

and EIFS. Including protective and decorative coatings and other liquid-applied materials and techniques; cladding materials; curtain walls; living walls; and landscape design.

PRISM is a resource for architects, designers, specifiers, facility managers, planners, developers, builders, construction firms, suppliers and users of architectural materials and services.

The Changing Landscape of Healthcare Design

by Valerie Miller, AIA, ACHA, LEED AP BD+C, Healthcare Studio Principal, Little | Jan 24, 2017 | 0 ● | ★★★★★



Cone Health Cancer Center, Incorporation of biophilic elements within scan rooms helps decrease blood pressure and anxiety levels. Courtesy of Little.

The changing landscape of healthcare in the U.S. is requiring hospital systems to develop and adopt new types of facilities and to reconsider both where and how they provide their services. This shift is inevitably leading to new opportunities for architects and interior designers as healthcare systems aim to differentiate themselves in a more competitive healthcare market.

Sweet Success: A Polyaspartic Coating for a Commercial Bakery Floor

by Steven Reinstadtler | Jan 18, 2017 | 0 ● | ★★★★★



The Springhouse Country Market is a local country store, creamery and eatery that has been a local institution in Washington, Pennsylvania, for over 40 years. Courtesy of Covestro LLC.

The Springhouse Country Market is a local country store, creamery and eatery that has been a local institution in Washington, Pennsylvania, for over 40 years. Known for its baked goods, the 1,000-square-foot commercial bakery kitchen is one of the most heavily used areas of the building. Each day, a variety of pies, cakes and pastries are prepared in the bakery. With heavy use, the bakery floor withstands a variety of disinfecting chemicals such as detergents and bleach used for cleaning. It is also exposed to abrasion from wheeled carts and shelves, and cleaning equipment.



2018 PRISM EDITORIAL CALENDAR

PRISM

Sustainability in the Built Environment

PRISM covers building science, color/design, historic restoration/preservation, landscape architecture, urban planning and industry news daily and in every bimonthly online edition. Our focus is on building materials and architectural design that create a sustainable environment.

NEW: The Economics of Biophilia: Part 1 – 6

2018	In Depth		Deadline	Every Edition
January/February	Sustainability and senior living	Green projects and floors	Deadline: February 2	Architectural coatings
March/April	Education facility design eco-trends	Dynamic glass/curtain walls/ interiors	Deadline: April 6	Architectural coatings
May/June	Zero Net Energy	Green building materials/ wood/floors	Deadline: June 1	Architectural coatings
July/August	Sustainability in health- care facility design	Air barriers and waterproof- ing/ exterior metal coatings / decorative coatings	Deadline: August 3	Architectural coatings
September/October	Passive House design	Exterior coatings/2018 colors of the year/glass	Deadline: October 5	Architectural coatings
November/December	Resilient Design	Green building/interior design	Deadline: Nov. 21	Architectural coatings

PRISM reserves the right to modify its editorial calendar without notice.

Finished editorial submissions can be made to Emma Kapp emmakapp@prismpub.com. If available, please include high resolution images or links to images, and the appropriate captions/credits. Word documents preferred. If you have any questions, please call (888) 568-6610 or 412-376-4708.

All other inquiries including advertising can be made by email to Brian Kapp briankapp@prismpub.com or by calling (888) 568-6610 or 412-376-4708.

COLOR AND DESIGN - 2018 COLORS



PPG PAINTS brand unveils 2018 Color of the Year: Black Flame

Color trends: what the experts are saying

The color trends driving design in 2018

By Sue Wadden, director of color marketing, Singapore, Singapore 1 Nov 7, 2017



GLASS



GROW YOUR BUSINESS WITH PRISM

Sustainability in the Built Environment


RECENT POSTS

 BREEAM USA and Fitwel identify credits that will be recognized by both organizations
Nov 8, 2017

 ASLA Business Survey shows stable conditions for landscape architecture firms
Nov 8, 2017

 San Antonio's Cellars at Pearl features Wausau Window and Wall Systems
Nov 7, 2017

 The color trends driving design in 2018
Nov 7, 2017

 First phase of America's next life science corridor breaks
Nov 6, 2017


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 The color trends driving design in 2018
Nov 7, 2017

 First phase of America's next life science corridor breaks ground in Discovery Square
Nov 6, 2017

EDUCATION FACILITY DESIGN



Award-winning academic building features SOLARBAN ...

LATEST IN EDUCATION FACILITY DESIGN


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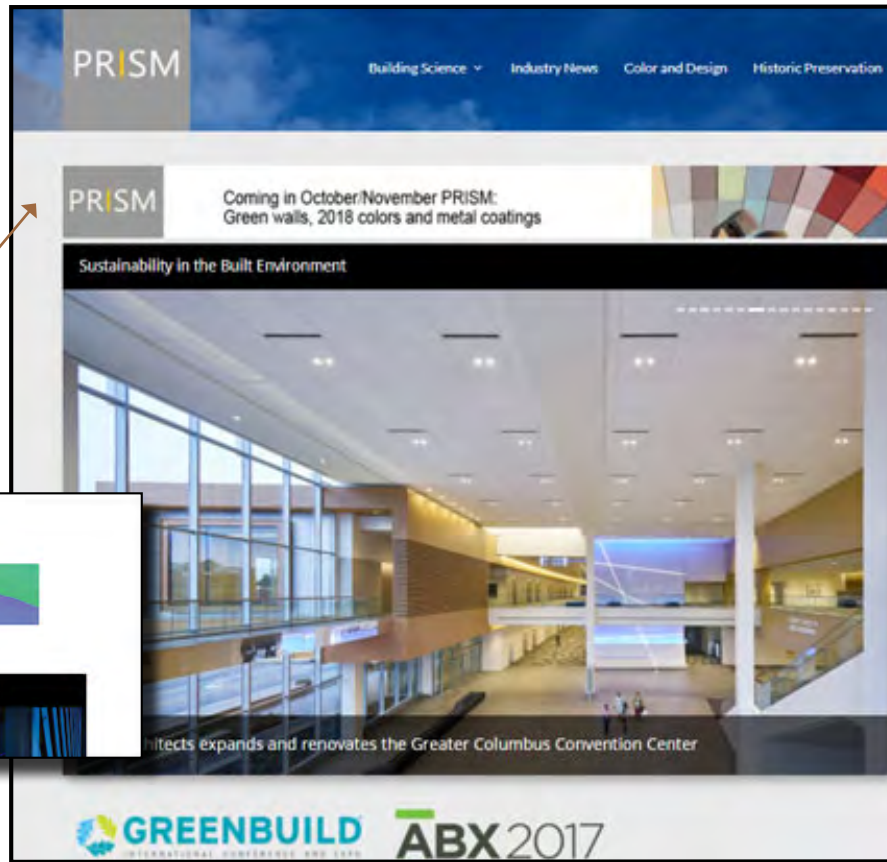
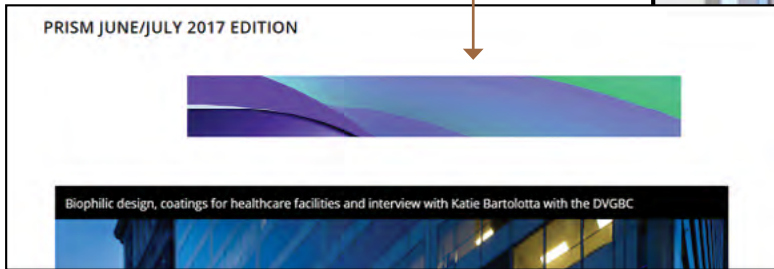
3P PRISM PARTNER PACKAGE

3P \$6000/YEAR

PRISM PARTNER PACKAGE

Large Leaderboard

Standard Leaderboard



Leaderboard Home Page and Bimonthly Editions

Placement in leaderboard ads on Home Page and in every online Bimonthly Edition.

Each PRISM Partner will be featured in each of the six leaderboard ads on the Home Page and in the online bimonthly edition, rotating every six seconds; assuring each PRISM Partner is always displayed.

- Top Home Page Large Leaderboard 1024 x 90 px.
- Five Home Page Standard Leaderboard 728 x 90 px.
- Six online bimonthly edition Standard Leaderboard 728 x 90 px.

Sidebar ad

Each PRISM Partner will be featured in each of the six sidebar ads rotating every six seconds; assuring each PRISM Partner is always displayed.

- Top Sidebar ad 300 x 250 px.
- Five Standard Sidebar ads 300 x 125 px.

Sponsored Content

Up to three Sponsored Content ads in the Sponsored Content Slider at all times; rotating every six seconds.

Newsletter

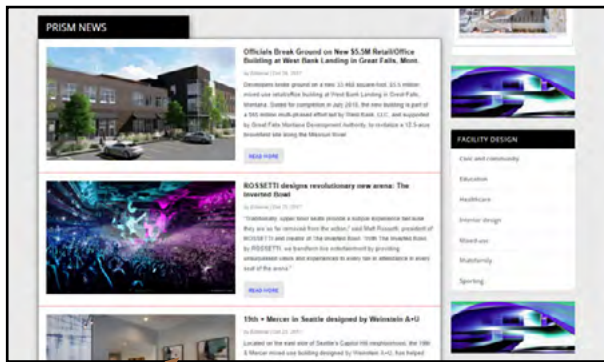
Each PRISM Partner will have a standard ad in the Newsletter sent out bimonthly to approximately 2000 including architects, specifiers, project managers, facility managers, developers, contractors, suppliers and media firms.

Customized advertising

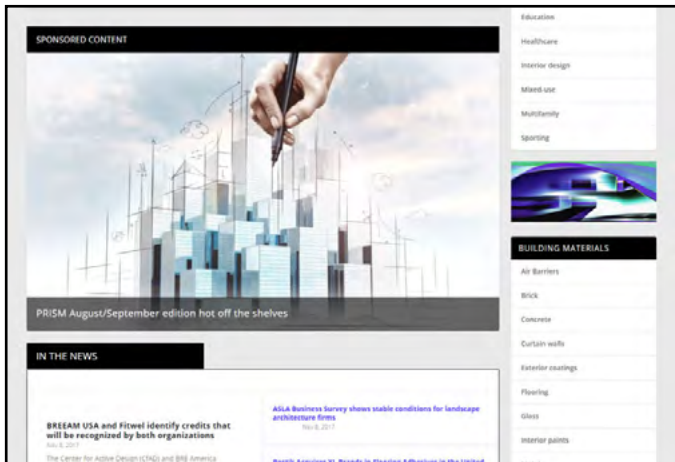
One ad with customized placement such as on a landing page, category page or other content.

*Note: Non 3P Advertisers may be accommodated in leaderboards, sidebar ads, sponsored content and online editions.

GROW YOUR BUSINESS WITH PRISM



Sidebar Ad
 Large Sidebar ad
 Sponsored Content



2P PRISM PACKAGE \$3000/year • \$1800/6 months

This package includes each of the following ads:

- One Standard Leaderboard 728 x 90 px.
- One Sidebar ad 300 x 125 px.
- One Sponsored Content

1P PRISM ADS

- **SPONSORED CONTENT**
\$1500/year • \$900 6 months • \$180/month
One Sponsored Content ad in the Sponsored Content Slider rotating every six seconds.

or

- **INDIVIDUAL ADS**
\$1500/year • \$900 6 months
Individual ads include one of the following ads:

- Standard Leaderboard 728 x 90 px.
- Standards Sidebar ad 300 x 125 px.

PRISM's readers/visitors

Website prismpub.com: 4500 users and 26,000 page views.**

Content on prismpub.com and PRISM bimonthly online editions are promoted on social media.

Each PRISM bimonthly online edition is advertised in the bimonthly newsletter sent to approximately 2000 quality emails.

PRISM's emphasis is on quality, and promotional endeavors are targeted to decision-makers such as principals, specifiers and project managers; as well as contractors, developers, facility managers, suppliers and of course the media.

**Statistics for prismpub.com are from Google Analytics 3/14/2018

Ad materials

All ads rotate every six seconds. Provide leaderboard and sidebar ad materials, and photos for Sponsored Content, in JPG or PNG format at least 144 ppi. Include URL link. Sponsored Content submissions should include a word document and attractive horizontal image at least 1080 x 720 px (with any appropriate credits and approval for use).

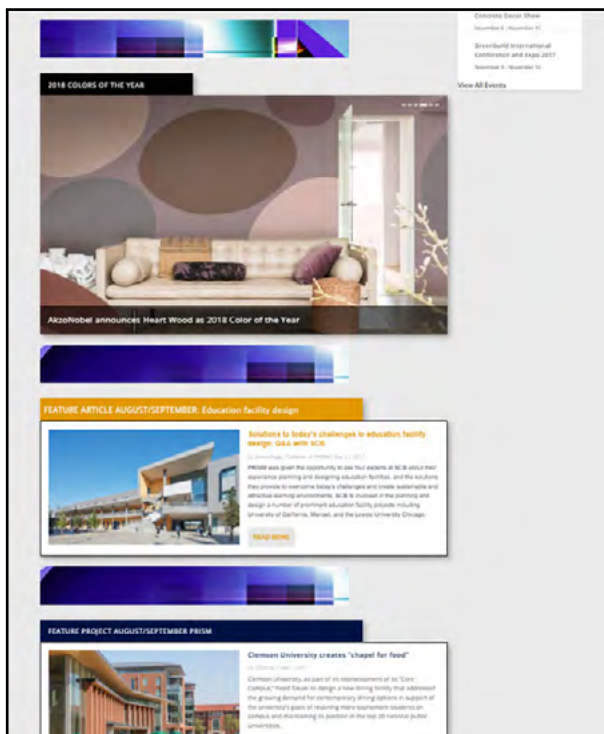
Terms and Conditions

All advertising contract position clauses are treated as requests. Changes in editorial requirements may take precedence over fixed positioning. All copy is subject to approval of the Publisher. The Publisher reserves the right to reject or to cancel any advertisement at any time

All changes to schedules or insertion orders must be submitted in writing prior to the issue closing date. Neither the advertiser nor its agency may cancel or make changes in insertion orders after the closing date.

The advertiser and the agency agree to indemnify and hold harmless the Publisher, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement.

The Publisher will not be bound by any condition on contracts, orders, or copy instructions that conflict with the provisions of its rate card or its policies. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay publication or distribution of issues.





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