



# PRISM

SUSTAINABILITY  
IN THE BUILT ENVIRONMENT

2019 MEDIA KIT



# About PRISM

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






## PRISM covers the inside / out

- Below- and above-grade waterproofing.
- Air/vapor barriers and insulation.
- Floors, walls and ceilings.
- Paints and coatings, decorative concrete, materials and techniques.
- Protective coatings and other liquid-applied materials and techniques.
- Metal, masonry/concrete, wood, glass/IGUs, roofing, skylights, canopies, and windows.
- Cladding materials, extrusions, coil coatings, curtain walls and storefronts.
- Green roofs and living walls.



A pair of hands, with soil on the fingers, holds a small globe. The globe is split horizontally: the top half is a vibrant green landscape with a white city skyline, trees, and a bicycle; the bottom half is a blue, wavy ocean. The hands are positioned at the bottom and sides of the globe, supporting it. The background is a soft, out-of-focus natural setting.

When we work together we achieve more sustainable outcomes. As partners, we make a difference.



# GROW YOUR BUSINESS WITH PRISM

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One leaderboard  
728 x 90  
-or-  
One sidebar ad  
300 x 150  
for 12 months on  
PRISM's Home Page

## Sponsored Content

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on PRISM each  
month.

## PRISM Online Editions

**\$1500/YR**

One leaderboard  
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in each PRISM  
online edition  
and ad in PRISM  
newsletter

## PACKAGE

**\$3000/YR**

Choose any three:

- home page leader-board
- sidebar
- sponsored content
- PRISM online edition
- PRISM newsletter



# SUSTAINABILITY PARTNERS

## ● WORKING TOGETHER

PRISM Sustainability Partners are companies who show their support for furthering sustainable architectural design and building.





## SUSTAINABLE GREEN BUILDING

## SUSTAINABILITY PARTNERS

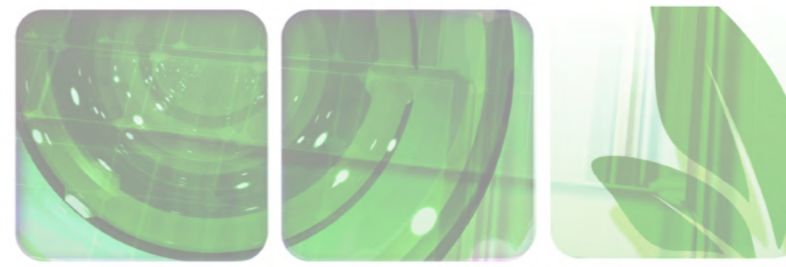
\$6000 a year

Includes all advertising products plus:

Promoted as a Sustainability Partners throughout the website, online editions and newsletters.

Blog page where we feature your news, products, case studies and any feature articles.

# PRISM 2019 EDITORIAL CALENDAR



2019	In Depth			Deadline
January/February	Healthcare facility sustainable design	Guide to window films	2019 commercial color trends	Deadline: February 8
March/April	Sustainability in educational facility design	Guide to coil coatings	Building exteriors – top to bottom, wellness and design	Deadline: April 5
May/June	Hospital interior design trends	Guide to glass	Resilient design, curtain wall trends	Deadline: June 7
July/August	2019 Specifier's Guide to Green Building Products	Biophilic design color palettes	Sustainability in healthcare facility design, specifying wood	Deadline: August 2
September/October	2020 Color Trends	Senior living forecast: 2020 and beyond	Color and coil coatings	Deadline: October 4
November/December	Education facility design trends	Ins and outs of air barriers	Passive house, covering concrete	Deadline: December 6

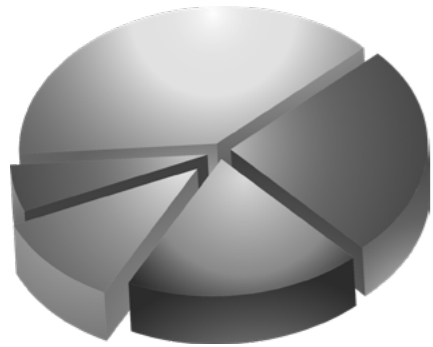
\*PRISM's 2019 editorial calendar and is subject to change. PRISM reserves the right to modify its editorial calendar without notice.

Finished editorial submissions can be made to Emma Kapp at [emmakapp@prismpub.com](mailto:emmakapp@prismpub.com). If available, please include high resolution images or links to images, and the appropriate captions/credits. Word documents preferred. Word count between 500-1500.

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 Emma or Brian Kapp. Contact [emmakapp@prismpub.com](mailto:emmakapp@prismpub.com) or [briankapp@prismpub.com](mailto:briankapp@prismpub.com). Call us at 412-376-4708.



# PRISM'S READERS/VISITORS



## Social Media

Content on [prismpub.com](http://prismpub.com) and PRISM bimonthly online editions is promoted on social media.



## Quality Audience

PRISM's emphasis is on quality! Promotional endeavors are targeted to architectural decision-makers such as principals, specifiers and project managers. Other readers/vistors include: contractors, developers, facility managers, suppliers and related. PRISM focuses on commercial and institutional structures such as education and healthcare facilities.



## Analytics\* [prismpub.com](http://prismpub.com)

1 year: 76,600+ unique page views, 46,400+ users and 277,600+ page views.  
Last 30 days: 7000+ unique page views, 4500+ users users and 26,500 page views.



## Newsletters

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

## Note

\*Statistics for [prismpub.com](http://prismpub.com) are from Google Analytics 12/9/2018





# AD MATERIALS

All ads, except for Sustainability Partner logos, rotate. Provide leader-board and sidebar admaterials, and photos for Sponsored Content, in JPG or PNG format atleast 144 ppi. Include URL link. Sponsored Content submissions shouldinclude a word document and attractive horizontal image at least 1080x 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 edition closing date for the online edition and newsletter, or the 1st of the month prior to online advertising. Neither the advertiser nor its agency may cancel or make changes in insertion orders after the closing date of the online edition, or the 1st of the month prior to online advertising.



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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