



PRISM

SUSTAINABILITY IN THE BUILT ENVIRONMENT

2020 MEDIA KIT



New in 2020



As we prepare for 2020, we plan to publish PRISM in a quarterly format, to enable us to focus more on the technical aspects of architectural coatings and sustainable building materials for commercial, institutional and multifamily buildings.


We will continue to publish the latest standards, events, product news, case studies, but also a more technical focus on the most up-to-date information on architectural coatings and sustainable building materials selection and usage in the built environment.

- 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 is shown holding a small, stylized globe. The globe is divided into three horizontal sections: a top green section representing land, a middle blue section representing water, and a bottom dark brown section representing soil. The hands are cupped around the globe, with the fingers visible. The background is a blurred, warm-toned outdoor setting. The text is centered over the blue water section of the globe.

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

GROW YOUR BUSINESS WITH PRISM

Home Page Advertising

\$2000/YR

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

Sponsored Content

\$2000/YR

1 sponsored post
or other
approved content
on PRISM each
month

BLOG

\$2000/YR

All of your content
on PRISM in your
customized blog
including: featured
articles, cases
studies, and press
releases

SUSTAINABILITY PARTNERS

\$6000/YR

Includes all
advertising products
plus:
Promoted as a
Sustainability
Partner throughout
the website, online
editions and other
marketing material



SUSTAINABILITY PARTNERS

● WORKING TOGETHER

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

PRISM 2020 EDITORIAL CALENDAR



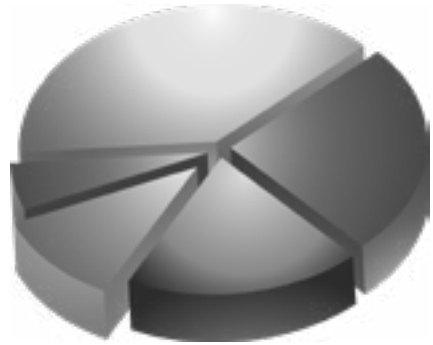
JANUARY/FEBRUARY/MARCH	APRIL/MAY/JUNE	JULY/AUGUST/SEPTEMBER	OCTOBER/NOVEMBER/DECEMBER
Coatings for metal	Coatings for metal	Coatings for metal	Coatings for metal
Coatings for concrete/masonry	Coatings for concrete/masonry	Coatings for concrete/masonry	Coatings for concrete/masonry
Facades	Facades	Facades	Facades
Walls/wall systems	Walls/wall systems	Walls/wall systems	Walls/wall systems
Interiors	Interiors	Interiors	Interiors
Preservation/restoration/retrofit	Preservation/restoration/retrofit	Preservation/restoration/retrofit	Preservation/restoration/retrofit
Education facilities	Healthcare facilities	Civic/community structures	Multifamily buildings
Specifying materials for energy efficient buildings	Specifying materials for universal design	Guide to architectural coatings and sustainable building materials	Specifying materials for biophilic design
Editorial deadline 2/28/2020	Editorial deadline 5/28/2020	Editorial deadline 8/27/20	Editorial deadline 11/19/2020

*PRISM's 2020 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. If available, please include high resolution images or links to images. If applicable, images must have appropriate approvals.

If you have any questions, please call (888) 568-6610 or 412-376-4708. All other inquiries including advertising can be made by email emmakapp@prismpub.com.

PRISM'S READERS/VISITORS



Social Media

Content on 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

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 1600 quality emails.

Note

*Statistics for prismpub.com are from Google Analytics 12/9/2018



AD MATERIALS

All ads, except for Sustainability Partner logos, rotate. Provide leader-board 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 1024x 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.



PRISM

SUSTAINABILITY IN THE BUILT ENVIRONMENT

PRISM Media LLC
1010 Eagles Nest Lane
Monroeville, PA 15146
412-376-4708
info@prismpub.com
prismpub.com