

smart₂begreen

Media Kit

Online-green Newsletter and Website
dedicated to providing our
subscribers, readers and followers with

Simple Steps to Greener Living.

Let S2BG introduce and promote your
company's products and services to our
captive subscriber base with our
eco-newsletter and social networks.



contact us: info@smart2begreen.com 818 • 772 • 9250

Why Advertise?

Captive Audience

Smart2BeGreen has over 35,000+ passionate, motivated subscribers who receive our green-newsletter directly through email 3 times a week. An additional 10,000+ friends, fans and followers subscribe to our content via social networking sites.

Reach - Introduce our 45,000+ subscribers and followers to your company's green products and services.

Frequency – Published 3x a week the newsletter strikes a perfect balance between helpful eco-tips and information overload.

Web Traffic – Drive significant volumes of prospective buyers to your company's website with embedded keywords and links.

Impressions – Generate quality, high impact impressions with our flexible advertising packages tailored to meet your specific goals.

Reader Profile

Median Age: 42 years old, 82% are 25-54 years old

Female/Male: 65% / 35%

Education: 77% college graduates

HH Income: \$93,131 (avg.)

Marital Status: 67% married

Brand Development

Associate your brand with one of the leading online resources for green products, reviews and eco-information.

Smart2BeGreen subscribers trust our staff's research and know they can rely on the green products and services we promote. Helping readers lead a more sustainable lifestyle is what they expect from us.

Targeted Marketing

Stop wasting precious time and money with expensive, outdated and often useless email lists and contact

information from 3rd party sources. S2BG subscribers enjoy the service we provide and take pleasure in reading our tips and reviews on everything green.

Content Based Advertising

A message is only as good as the medium that delivers it. Communicate your message in the most effective and relevant way by taking advantage of Smart2BeGreen content-based advertising programs. Advertise with effective, proven methods like embedded keywords or phrases within industry specific articles, as well as banner, image and text links. Delivering high quality web traffic to your website is what we do.



E-MAIL ADVERTISING

The screenshot shows the Smart2beGreen website interface. At the top left is the logo with a frog. A navigation bar contains links: HOME, TODAY'S TIP, PAST TIPS, SMART FINDS, RECYCLE, SUBSCRIBE, KIDS CORNER. A search box is on the right. The main content area is titled 'Today's Smart Tips' and dated 'November 10, 2009'. It features a 'Did You Know?' section with a pin icon, a 'Submit Your Tip' section with a chalkboard icon, and a 'Check it Out' section with a green box. The 'Check it Out' section includes a '169 x 187 Editorial Image' and a '160 x 600 Skyscraper' image. Below the main content is a 'Smart Favorites' section with a grid of items, each with an '82 x 82' image placeholder and a description. A 'Popular Tips' sidebar on the right lists various articles like 'Major League Baseball Goes Green' and 'Daylight Savings Ends'.

Editorial Image Specs

- 169 x 187 px gif or jpg
- no flash accepted
- maximum file size 50k
- redirect URL

Skyscraper Specs

- 160 x 600 px gif or jpg
- no flash accepted
- maximum file size 100 k
- redirect URL

Embedded Link

- click command
- redirect URL

Smart Favorites Specs

- 82 x 82 px gif or jpg
- no flash accepted
- maximum file size 50k
- redirect URL
- up to 150 characters



smart2beGreen™

Simple steps to greener living

WEB ADVERTISING

The screenshot shows the smart2beGreen website interface. At the top left is the logo with a frog. A search bar is on the right. A navigation bar contains links: HOME, TODAY'S TIP, PAST TIPS, SMART FINDS, RECYCLE, SUBSCRIBE, KIDS CORNER. The main content area features a 'Today's Smart Tips' article dated November 10, 2009, titled 'Reduce your Heating Bill'. The article includes an image of a radiator and text explaining that winterizing homes (repairing cracks, insulating, and using programmable thermostats) can save money. It also mentions solar panels and electric blankets. To the left of the article is a 'Did You Know?' sidebar with a 'Submit Your Tip' button. Below the article are social sharing options and a 'Popular Tips' list including 'Cell Phones For Soldiers', 'Reduce Your Heating Bill', 'Cooking With Pumpkins', 'Major League Baseball Goes Green', 'Daylight Savings Ends', 'Organic Fair Trade Candy', 'Make Your own Halloween costumes', 'Changing of Seasons', 'Eco-Halloween Decorations', 'Glass Food Storage Containers', 'Winter Coats', and 'Eco-Snowboarding and Skiing'.

Large Rectangle

- 300 x 300 px gif or jpg
- no flash accepted
- maximum file size 100 k
- redirect URL

Medium Rectangle

- 300 x 250 px gif or jpg
- no flash accepted
- maximum file size 100 k
- redirect URL

Small Rectangle

- 300 x 150 px gif or jpg
- no flash accepted
- maximum file size 100 k
- redirect URL

Large Rectangle
300 x 300

Medium Rectangle
300 x 250

Small Rectangle
300 x 150

Popular Tips

- [Cell Phones For Soldiers](#)
- [Reduce Your Heating Bill](#)
- [Cooking With Pumpkins](#)
- [Major League Baseball Goes Green](#)
- [Daylight Savings Ends](#)
- [Organic Fair Trade Candy](#)
- [Make Your own Halloween costumes](#)
- [Changing of Seasons](#)
- [Eco-Halloween Decorations](#)
- [Glass Food Storage Containers](#)
- [Winter Coats](#)
- [Eco-Snowboarding and Skiing](#)

Advertising Programs

Email Newsletter

The Smart2BeGreen Newsletter is an ideal way to introduce and promote your company's green products and services to 45,000+ of our motivated, eco-conscious followers. Time and time again the newsletter continues to satisfy clients looking for new ways to break through the clutter, drive quality web-traffic, and generate sales.



Embedded Keywords set up as links within the content of an article provide products and services the instant exposure often desired when embarking on an advertising campaign. Define keywords you want associated with your product or service and link them directly with your website.

The Check It Out section, our content-based advertising option, connects motivated S2BG readers and your company's sustainable products with one quick link. Highlight your company name and give a brief description for our readers so they can check it out for themselves.

Our Smart Favorites section provides advertisers with a platform to promote eco-friendly, sustainable products with a combination of images and descriptive text for effective advertising content delivery.

Dedicated Article

Smart2BeGreen Dedicated Articles provide companies with a unique opportunity to reach the fast-growing green-market in a highly effective and impactful way. Whether launching a new product or simply targeting the green-market, Smart2BeGreen's flexible advertising packages are sure to meet all of your needs.

For more information about publishing a dedicated article, please contact us.

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