



# Austin EcoNetwork

## Partnership & Advertising

Phone: 512-850-5895

E-Mail: [Partner@AustinEcoNetwork.com](mailto:Partner@AustinEcoNetwork.com)

# Join Austin's Home for Everything Green

The Austin EcoNetwork is the home of Austin's EcoCommunity and the source for trusted information about Austin and the environment. Your partnership with Austin's EcoNetwork connects your organization to green-minded and active citizens. The Community is expanded and connections are deepened by your participation in events, discussions, and growth of the network both on and off line.

Austinites look to the Austin EcoNetwork to connect them to the best events, organizations, businesses, and information so they can make the most sustainable choices. Our commitment is to foster actions that contribute to the environmental, social, and economic sustainability of Austin.

In May of 2009, Austin EcoNetwork launched an interactive website along side it's well known listserv. In addition to the current blog and calendar features, the site will soon include: EcoDirectories of Community Groups, EcoBusinesses, and EcoGovernment listings; EcoActions, including local campaigns; EcoLeaders, featuring experts and recognized leaders; EcoCarreers; EcoIssues; and EcoSolutions.

Your partnership and participation in this new online meeting place enhances your relationship with and the growth of Austin's sustainable community. We invite you to partner with us today.

## About the Austin EcoNetwork

The Austin EcoNetwork was started in 2003 by Brandi Clark, twice voted Best Environmentalist in the *Austin Chronicle's* Best of Austin awards and recipient of the *Austin Business Journal's* Going Green 2009 Green Advocate Award. Clark founded the listserv after meeting with other Austin environmental leaders and determining that better digital communication and more social interaction were top priorities to amplify the effectiveness of the green community.

In the last 6 years the Austin EcoNetwork has evolved from a listserv with less than 100 subscribers to an interactive and evolving website with 1000s of subscribers and dozens of contributing community members. Today the Austin EcoNetwork is a trusted source of information and the home of Austin's EcoCommunity.

### What we do:

- Connect citizens with existing eco groups, businesses, and thought leaders and mobilize them to take action
- Share information and resources to raise awareness about green issues, activities, policies, and businesses
- Boost participation, memberships and donations for eco organizations
- Increase civic & political engagement on green issues
- Re-direct purchasing to local and green businesses
- Facilitate dialogue amongst Austin's EcoLeaders

## 3 Simple Steps to become a Partner of the Austin EcoNetwork

1. Review our available partnership and advertising options, choose the options that best fit your needs and let us know
2. Sign the contract and send your payment (Check preferred, PayPal available)
3. Send directory information, logo, and advertisement files to Austin EcoNetwork

## About Our Subscribers

### Household Income

up to \$20,000	10%
\$20,001 to \$35,000	14%
\$35,001 to \$70,000	38%
More than \$70,000	38%

### Age

under 21	2%
21-35	31%
35-49	32%
50-69	35%

Source: Austin EcoNetwork subscriber 2008 Survey.

# Austin EcoNetwork Partnerships

## Be a part of Austin's EcoCommunity

Partners of the Austin EcoNetwork are featured for their efforts to promote sustainability and are only available to organizations, governmental agencies and select businesses, that demonstrate commitment to environmental sustainability through actions or programming. As we grow, partners will be offered additional benefits throughout the year.

### All Partnership levels

- + All partnerships are annual contracts, whether you choose the monthly or annual payment option.
- + Require a \$25 setup fee
- + Additional posting credits for events or jobs - \$29 each or 4 for \$99
- + Job/internship posting includes 45-day web posting and inclusion in 5 newsletters
- + Offer the ability to purchase additional advertising

### Community Partner- \$22/month or 12 months for the cost of 11 with pre-payment (\$242)

For Nonprofit, Government & Community Groups

- + Full listing in the EcoCommunity Directory with contact information, web link, and logo
- + Ability to post unlimited events that are free to the public on AustinEcoNetwork.com
- + Ability to post one fee-based event per year
- + Posting additional fee-based events for \$29 each (or tickets for barter)
- + Post Jobs/Internships with 45-day web posting and inclusion in 5 newsletters for \$29 each
- + Pre-paid posting credits for events or jobs - 4 for \$99

### Community Partner Plus- \$99/month or 12 months for the cost of 10 with pre-payment (\$990)

All the Community Partner benefits listed above PLUS:

- + Three web link addresses and name in bold on EcoCommunity Directory
- + Ability to post 3 fee-based event per month
- + Your 150 x 100 logo rotating in the "Our Partners" spot on the upper right-hand area of AustinEcoNetwork.com visible on all pages

### Business Partner- \$22/month or 12 months for the cost of 11 with pre-payment (\$242)

For local Central Texas businesses

- + Full listing in the EcoBusiness Directory with contact information, web link, and logo
- + One event posting/month
- + Posting additional events for \$29 each (or tickets for barter)
- + Post Jobs/Internships with 45-day web posting and inclusion in 5 newsletters for \$29 each
- + Pre-paid posting credits for events or jobs - 4 for \$99

### Business Partner Plus- \$99/month or 12 months for the cost of 10 with pre-payment (\$990)

All the Business Partner benefits listed above PLUS:

- + Three web link addresses and name in bold on EcoBusiness Directory
- + Two event postings/month
- + Your 150 x 100 logo rotating in the "Our Partners" spot on the upper right-hand area of AustinEcoNetwork.com visible on all pages

**National Ally Partnership** - Available to national organizations, businesses based outside of Austin, or publicly traded companies. Please contact [Partner@AustinEcoNetwork.com](mailto:Partner@AustinEcoNetwork.com) to discuss what type of relationship to the Austin EcoNetwork makes sense for you.

**All partnerships established during 2009 will earn the designation Founding Partner.**

# Advertising Opportunities on the Austin EcoNetwork

Austin EcoNetwork advertising is the best “Green” advertising in Austin. We have many options to help you reach this highly filtered, green-minded audience. Drive traffic to your site, promote your business, a new product or an upcoming event in an environmentally friendly and timely manner.

## Website Advertising

Placement	Ad Size	Monthly Rate	Monthly Rate 3 -5 month commit	Monthly Rate 6 + month commit
Leaderboard (banner ad)	750x100	\$780	\$650	\$480
Right Rotating Box	150 x 100	\$380	\$250	\$180

## E-Mail Newsletter Advertising

Placement	Ad Size	Daily	Weekly
Right Box	150 x 100	\$50	\$200

## Direct E-mail

Greener than direct mail or fliers - have your message arrive in the inbox of the Austinites most interested in finding out what's green. A one-time emailing to our entire list of newsletter members. Cost: \$0.10 per subscriber

## Blast Packages

### 3-Day Blast Package - \$199

3 days on the leaderboard, 3 days of website right rotating box, 3 days of newsletter box ads, calendar placement, and 2 social media promotions

### 2-Week Blast Package - \$580

On the leaderboard, Website right rotating box, 12 newsletter box ads, calendar placement, and 4 social media promotions. May be split into two 1-week periods

## Formats, Deadlines and Statistics

- Accepted formats: GIF, animated GIF, JPEG, Flash, HTML. Looping 3x maximum. Click-thru URL 255 character maximum.
- Ad deadlines are 5 business days prior to the campaign's start date. Files not meeting specification will be returned to sender and campaign start date will be delayed until the proper format is received.
- Click-through traffic monitoring will be provided for all of our partners on a monthly basis. (Permanent 301 redirect for all links generated and a unique URL abbreviator.)



Leaderboard Ad

Features Partner Plus

Right Rotating Box Ad

E-mail Newsletter Right Box Ad

Benefits	Without Partnership	Community Partner	Community Partner Plus	Business Partner	Business Partner Plus
Directory Listing	Basic listing	Full EcoCommunity	Expanded EcoCommunity	Full EcoBusiness	Expanded EcoBusiness
Basic Info.	✓	✓	✓	✓	✓
100-word Description		✓	✓	✓	✓
Why we are green		✓	✓	✓	✓
Logo		✓	✓	✓	✓
Affiliations		✓	✓	✓	✓
Hotlinks	1	1	3	1	3
Category Tags	1	5	Unlimited	5	Unlimited
Bold with Border			✓		✓
<b>Web Features</b>					
Logo featured on Partners Page		✓	✓	✓	✓
Logo featured in Our Partners Box*			✓		✓
<b>Posting</b>					
Non-fee Events	\$29 for businesses	Unlimited	Unlimited	1 per month	3 per month
Fee-Based Events	\$29	1 per month	3 per month		
Job Listing	\$29				
<b>Advertising &amp; Promotion</b>					
Right to buy Advertising	10% premium	✓	✓	✓	✓
Newsletter mention		✓	✓	✓	✓
Newsletter Ad (upon joining)			✓		✓
Partnership featured in blog		once a year	twice a year	once a year	twice a year
<b>Bonus Benefits</b>					
Invitation to table/display @ Events		Fees May Apply	Discounted Fee or Free	Fees May Apply	Discounted Fee or Free
Discounts with our Affiliates		✓	✓	✓	✓
Right to use Partner logo		✓	✓	✓	✓
<b>Fees</b>					
Partnership	No cost	\$22/month	\$99/month	\$22/month	\$99/month
Setup Fee	N/A	\$25			
Annual Payment Bonus		12 months for cost of 11 (\$242)	12 months for cost of 10 (\$990)	12 months for cost of 11 (\$242)	12 months for cost of 10 (\$990)