

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. Connections are deepened and the community is expanded 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.

Austin EcoNetwork was launched as a listserv in 2003 and became a robust community website and newsletter in 2009. The **AustinEcoNetwork** currently features:

- **Austin EcoCalendar** - Best place to see what's going on with Austin's green scene.
- **Eco Directories** - The most comprehensive list of green businesses, organizations and government initiatives in the region.
- **Blogs** - Informative and educational posts written by some of the area's top green thought leaders.
- **Austin EcoNewsletter** - A bi-weekly newsletter published Monday & Thursday that includes features, news, blogs, upcoming events, job postings, and more.
- **In the Network Newsletter** - A monthly newsletter that offers partners an opportunity to tell the community about changes with business developments - promotions, expansions, and other news. It's also a place for coupons or discount offers to Austin EcoNetwork readers- targeted marketing for partners' goods and services.

Your partnership and participation in this online meeting place enhances the growth of- and your business' relationship with- 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 Burton. She has been voted Best Environmentalist three years running in the *Austin Chronicle's* Best of Austin awards and was the 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 seven years the Austin EcoNetwork has evolved from a listserv with less than 100 subscribers to an interactive and evolving website with thousands 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.

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.

What we do:

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

3 Simple Steps to become a Partner of the Austin EcoNetwork

1. Review our available partnership and advertising options, then choose the options that best fit your needs
2. Complete partnership contract and arrange annual or monthly payment
3. Upload directory information including description, logo, contact info, directory headings, and "why you are green"

Advertising Opportunities

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, or create awareness for a new product or upcoming event in an environmentally friendly and timely manner.



Leaderboard Ad

Features Partner Plus

Right Rotating Box Ad



In the Network Newsletter:
Partner News & Promotions

Formats, Deadlines and Statistics

- Accepted formats: GIF, animated GIF, JPEG, Flash, HTML. Looping 3x maximum. Click-thru URL 255 character maximum.

- Ad deadlines are 3 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. Rush fee = \$40.

Austin EcoNetwork Advertisement (Partner Rates) 2010			
Website Advertising	1 mo. rate	3 + mo. rate	6+ mo. rate
Leaderboard	\$780/mo	\$663/mo	\$585/mo
Right Rotating Box	\$265/mo	\$225/mo	\$199/mo
Newsletter Ad Box	\$50/ edition		
Newsletter featured item w/ image	\$80/ edition		
Austin EcoCalendar Posting (online + link inclusion in 1 week's newsletters)	\$29/ea after amt. included w/partnership (add \$10 if we post it for you)		
Job Posting (online + one featured job posting in newsletters + link in up to 4 newsletters)	\$29/ea after amt. included w/partnership (add \$10 if we post it for you)		
Special Delivery- Email blast to list (separate from newsletter)	20 cents/ subscriber		
3-Day Blast Package: + Display ad in 1 EcoNewsletter + 1 EcoNewsletter Featured Item + 3 days of Website Leaderboard + 3 days of Website Right Rotating Box + Twitter & Facebook post	\$220 (Save 15% over individual services)		
2-Week* Blast Package: + Display ad in 4 EcoNewsletters + 2 EcoNewsletter Featured Items + 2 weeks Website Leaderboard + 2 weeks of Website Right Rotating Box + Multiple Twitter & Facebook posts * May be split into 2 separate weeks for same campaign/ artwork for additional \$50.	\$712 (Save 20% over individual services)		

Partnership Opportunities

Partners of the Austin EcoNetwork are featured for their efforts to promote sustainability. Partnership is only available to select organizations, governmental agencies and businesses that demonstrate commitment to environmental sustainability through actions or programming.

All Partnerships:

- + Are annual contracts, whether you choose the monthly or annual payment options.
- + 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 job or fee-based event per month
- + 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/ \$99
- + Up to 5 category headings

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 or job posting per month
- + Posting additional events for \$29 each (or tickets for barter)
- + Job/Internships posting includes 45-day web listing and inclusion in 5 newsletters for \$29 each
- + Pre-paid posting credits for events or jobs - 4/ \$99
- + Up to 5 category headings

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:

- + Your 150 x 100 logo rotating in the "Our Partners" spot on the upper right-hand area of AustinEcoNetwork.com visible on all pages
- + Three web link addresses and name in bold on EcoCommunity Directory
- + Three jobs or fee-based events per month
- + Up to 10 category headings
- + "Sticky" directory listing - profile appears at top of search returns for all of your categories headings

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:

- + Your 150 x 100 logo rotating in the "Our Partners" spot on the upper right-hand area of AustinEcoNetwork.com visible on all pages
- + Three web link addresses and name in bold on EcoBusiness Directory
- + Two event or job postings per month
- + Up to 10 category headings
- + "Sticky" directory listing - profile appears at top of search returns for all of your categories headings

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 Contact Info	✓	✓	✓	✓	✓
100-word Description		✓	✓	✓	✓
Why we are green		✓	✓	✓	✓
Logo		✓	✓	✓	✓
Affiliations		✓	✓	✓	✓
Hotlinks	1	1	3	1	3
Category Tags	1	Up to 5	Up to 10	Up to 5	Up to 10
Bold w/ Border			✓		✓
“Sticky” Listing			✓		✓
Web Features					
Logo featured in Our Partners Box			✓		✓
Posting					
Free Events	\$29 for businesses	Unlimited	Unlimited	1 per month	2 per month
Fee-Based Events	\$29	1 per month	3 per month		
Job Listing	\$29				
Advertising & Promotion					
Right to buy Advertising	10% premium	✓	✓	✓	✓
Newsletter mention		✓	✓	✓	✓
Newsletter Ad (upon joining)			✓		✓
Bonus Benefits					
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		✓	✓	✓	✓
Fees					
Partnership	No cost	\$22/month	\$99/month	\$22/month	\$99/month
Setup Fee	N/A	\$25			
Pre-payment Discounts		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)