

LIVING ARCHITECTURE MONITOR[®]

A GREEN ROOFS FOR HEALTHY CITIES PUBLICATION

2024 Media Guide

LAM, Podcast and Green Pages Advertising Opportunities



Award Winning Projects. Top Left: The Jarvits Center by Brooklyn Grange. Bottom left: 4131 S State Street by Omni Ecosystems. Right: Drexel University Green Wall by Parker Interior Plantscape.

What's New for 2024!

For more than twenty years, the Living Architecture Monitor™ (LAM) has been the green roof and wall industries' premier publication. LAM readers, who are mostly design professionals, want to explore innovative design trends, find out about award winning projects, discover thought-provoking interviews with industry leaders, and learn about latest research and policy developments throughout North America and around the world.

Advertising benefits for 2024 include:

- **Greater LAM Readership.** As of September 2023, digital LAM readership has grown by more than 60% since 2021, now attracting over 16,000 readers on average per issue.
 - Leaderboard 1A ads are hosted at the top of the LAM homepage, and the top of every article.
 - Leaderboard 1B ads are hosted at the bottom of the homepage, and are distributed 3-5 times per article.
- **E-Newsletter Exposure.** All advertisers will have the added bonus of profile in our bi-weekly e-newsletter which is sent to more than 33,000 contacts, with an open rate averaging 31%.
 - Leaderboard A advertisers will receive at least 2 free postings in our e-newsletter each year.
 - Leaderboard B advertisers will receive 1 free posting in our e-newsletter each year, and 1 post on LinkedIn.
- **NEW Social Media Exposure.** GRHC has more than 42,000 social media followers across all platforms
 - Leaderboard A advertisers will receive 2 dedicated social media posts per year.
 - Leaderboard B advertisers will receive 1 dedicated social media post per year.
- **Earned Media.** Advertisers have the opportunity of contributing value-added earned media content to the LAM. This is free for advertisers, and US\$2625 an article for non-advertisers.
- **Buyers Guide.** All advertisers are listed with links to their homepages in our buyers guide each issues.
- **Editorial Input.** Advertisers are also invited to participate on the editorial board of the LAM and contribute to its ongoing development.



Heading Title And Your Organization's Name

Write about a product you want featured, what your organization does, or anything else. This section is completely customizable and will include a link that you provide. Purchase a LAM ad today to get featured to over 33,000 people online! [Click here to learn more.](#)

Advertisers will receive 1-2 E-Newsletter features per year with a direct link to their website. The E-newsletter reaches more than 33,000 readers biweekly.


Standards | Winter 2021

Mind the Edge: How to Select the Best Edging for Your Project

1A/2A: LEADERBOARD AD

Whether your next rooftop project serves a functional role or includes an aesthetic component, selecting the right products is critical to creating a sustainable rooftop. Although much consideration is given to plant selection, soil type and depth, drainage features and hardscapes, a less talked about, but equally important component of a sustainable rooftop is the edging. Proper edging selection involves matching edging material and attributes to the specific requirements of the green rooftop application.

The primary benefits of edging include better aesthetics, structural integrity and reduced cost. Edging improves aesthetics by maintaining a clean delineation between various depths of growing media and plants, noise drainage ways and pavers. In some applications, the edging serves as a visual component



Advertisers can publish one Earned Media piece per year like this article by Permaloc, which continues to attract readers. Search 'green roof edging' in google for ongoing access on the Internet.

Digital LAM Benefits

In 2021, GRHC shifted the LAM to a new digital platform to reach more readers and utilize the power of search engine optimization techniques. We have begun to experience many of these benefits, which will continue to increase as our LAM website continues to mature:

- Greater readership through improved search engine optimization (up by more than 60% since 2021)
- Ad exposure continues long after each issue, with articles available in the searchable and indexed archive. We continue to promote LAM content from previous issues throughout the year on social media and in our e-newsletter, and on average previous ads get an additional 4,000 impressions per 6 months
- Optimized design for mobile devices (37% of digital readers are on mobile devices)
- More places in the LAM articles for advertisers to get their messages across
- More rapid, up to date sharing of information across several platforms (social media, newsletters, press releases, media partners, etc.) where our readers can share as well
- Less waste associated with hardcopy and mailing
- Searchable content to increase readership
- Multiple advertising opportunities throughout the magazine including earned media
- Expanded and enhanced Buyer's Guide in every LAM Issue.
- Opportunity for embedded videos and other new advertising features

Join us as we continue the digital shift and expand our readership of the Living Architecture Monitor magazine, now in its 25th year of publishing!

New Podcast Program Now Available

In August 2022 GRHC also added a podcast, Sustainable Futures: Designing Green Communities and Buildings. This new biweekly podcast features interviews and discussions about the innovative approaches to green infrastructure, resilience planning, and sustainable design. Since launching 10 episodes on the LAM, Spotify, Apple, Google, and Stitcher, it has received 60k listens.

The LAM will feature 2 podcast episodes as articles per issue. The LAM is currently offering:

- 1 pre-roll advertising opportunity at the beginning of the podcast
- 2 mid-roll advertising opportunities which will be played in the middle of the podcast episode.
- 1 post roll advertising opportunity which will play at the end of the episode

Requirements for the ad:

- 30 second recorded audio
- .wav or .mp3 format
- Credits for any supplementary audio or music used
- List of associated links for description



The landing page of the latest issue of the 2023 LAM, including a podcast in the first row.

Our Growing Readership

60%

Increase in the average LAM readership since 2021

62%

Of readers are in North America, 48% in US, 13% in Canada, & an extra 18% in Europe

48k

LAM webpage views in the first 2 issues of the LAM

33k

Biweekly E-newsletter recipients

32k

Unique visitors in the first 2 issues of the LAM

31%

Open rate in the E-newsletter

16k

Unique visitors per issue on average as of September 2023

20+

Association partnerships who help promote GRHC's publications

23.7k

Page views per issue on average as of September 2023

715k+

Social media impressions from January to September 2023

55%

On average our readers are 55% designers, and 8% developers

42k+

Followers on social media across all platforms/accounts

LAM Publication Dates and Themes

SPRING 2024:
The Urban Food
Issue
Mar | Apr | May

SUMMER 2024:
The Water Issue
Jun | Jul | Aug

FALL 2024:
The Health Issue
Sept | Oct | Nov

WINTER
2024/25:
The Innovation
Issue
Dec | Jan | Feb

Thank you to our 2023 advertisers!



LAM Advertising Options

The digital LAM has a high profile landing page where all readers are directed, followed by 12-14 articles, including interviews, and pieces by well known designers and researchers. These include: On the Roof With, Plant Profile, Award Winning Case Studies, New Research, Policy Developments, Peer Reviewed Research in the Journal of Living Architecture and more. Advertisements will show up on every page within the digital LAM, multiple times.

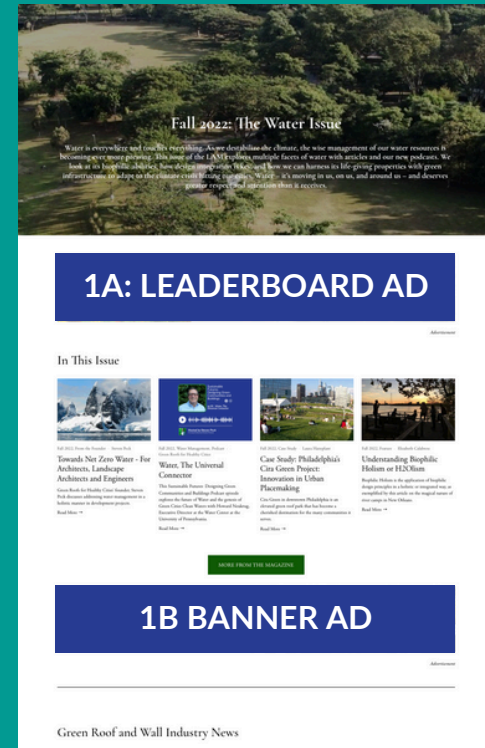
In addition, all LAM advertisers will receive complimentary promotion either 1 or 2 times a year in our bi-weekly E-newsletter which is sent to more than **33,000** readers. They also have the opportunity to publish suitable content as earned media, on projects, services or new research - a value of \$2625 for advertisers.

1. Landing page Advertisements (Leaderboard Ads)

The LAM landing page has an additional 3900 views on average per issue.

1A. Leaderboard Ad

- 1 in a rotation of 5 ads at the top of the landing page, above the scroll
- PLUS a 2A ad placement on every page
- Featured in Buyer's Guide
- Free advertisement on about page "Thank you Advertisers"
- Over the last four LAM issues and the E-Newsletter features have earned over 60,000 impressions.



This shows the placement of 1A and 1B ads on the Landing Page.

1B. Banner Ad

- 1 in a rotation of up to 12 ads on the landing page, below the scroll
- PLUS a 2B ad placement on every page
- Featured in Buyer's Guide
- Free advertisement on about page "Thank you Advertisers"
- Over the last four issues and the newsletter features have earned over 36,000 impressions.

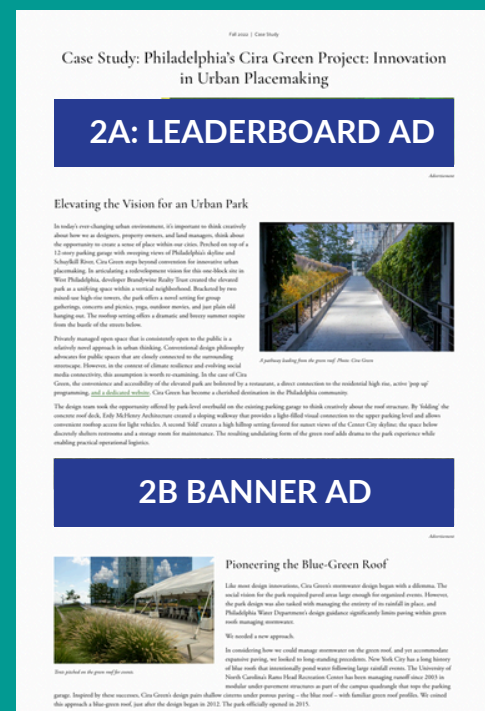
2. Article Page Advertisements

2A. Leaderboard Ad

- 1 in a rotation of up to 12 at the top of all article pages, above the scroll
- Featured in Buyer's guide
- Free advertisement on about page "Thank you Advertisers"
- Over the last four issues and the newsletter features have earned over 35,500 impressions.

2B. Banner Ad

- 1 in a rotation of up to 15 on all article pages, below the scroll
- Featured in Buyer's Guide
- Free advertisement on about page "Thank you Advertisers"
- Over the last four issues and the newsletter features have earned over 26,100 impressions.



This shows the placement of 2A and 2B ads in a mock article.

2024/2025 Green Pages: Your Digital Industry Directory!



The **Green Pages: Green Roof & Wall Industry Directory** is a comprehensive listing of companies and Green Roof Professionals (GRPs). The 2024/2025 digital Green Pages: Green Roof & Wall Industry Directory will be published in an exclusively digital format, on the greenroofs.org website in March. It will also be emailed to the GRHC database of over 33,000 subscribers. Over the past 6 months, the digital version of Green Pages: Green Roof & Wall Industry Directory has enjoyed more than 3000 visitors where people spend an average of 3 minutes on the Directory.

Your GRHC membership comes with a **free listing** that includes your company name and logo linking to your website, a description, and phone number. You can increase your exposure in the Green Pages and LAM advertisers receive 25-50% off Green Pages advertisements! See the insertion order for our low low rates to boost your exposure.

Green Page Ad Options

1X. Green Pages Leaderboard

- 1 in a rotation of 5 ads at the top of the green pages, above the scroll
- PLUS a 1Y ad placement (below the scroll)
- Featured in Buyer's Guide
- Free advertisement on about page "Thank you Advertisers"

1Y. Green Pages Body

- 1 in a rotation of 8 ads in the body of the green pages
- 8 ad placements in the Green Pages (i.e. in a 1 in 8 rotation, your ad will, on average, appear every full view of the Green Pages)
- Featured in buyer's guide
- Free advertisement on about page "Thank you Advertisers"

Ad Notes:

- All ads should be 1500 x 250 px, JPG or PNG
- Ads are in an adaptive layout based on screen size-approximately 1250 x 210 px on a 1080p display
- Ads will link to your website
- If you would like to track clicks, please specify a custom tracked URL
- Keep font sizes large to preserve legibility on mobile

The Green Pages: Green Roof & Wall Industry Directory

The Green Pages: Green Roof & Wall Industry Directory is designed to support you with your living architecture project by providing a list of trusted manufacturers, suppliers of accessories, green walls, nurseries, and certified Green Roof Professionals (GRPs). From small-scale residential projects to large commercial installations, this directory has everything you need to create a sustainable and beautiful living space. Explore the Green Pages Directory today and discover the possibilities of green roofs and green walls!

Jump to section:

CORPORATE MEMBERS	GREEN ROOF PROFESSIONALS (GRPs)
Manufacturers	United States
Suppliers of Accessories	Canada
Green Walls	International
Nurseries	

1X: LEADERBOARD AD

Advertisers

Manufacturers

 ADVANCED BUILDING PRODUCTS We are a family owned and operated leading manufacturer of moisture protection products for both the commercial and residential building industries. advanced@buildingproducts.com 800-232-2300	 AMERICAN HYDROTECH Hydrotech's Garden Roof® Assembly is a lightweight, low profile system that can be installed on roof and plaza decks not engineered to handle the heavy load requirements of a traditional green roof. The assembly incorporates Hydrotech's Noncuring Membrane (HNM), which is celebrating 50 years of proven performance in the marketplace. hydrotechusa.com 514-327-4978	 CARLISLE SYNTEC A leader in commercial single-ply roofing, providing to customers with superior roofing systems and service for more than 50 years. It continues to lead the industry with a focus on innovation that includes roof garden and amenity space products and systems, as well as single source overburden warranty options. carlisle@syntec.com 800-479-6822
 COLUMBIA GREEN TECHNOLOGIES We are committed to providing green roofs and green amenity spaces to assist with the impact of the ever-changing climate. columbia@green.com 503-227-8722	 DEEPROOT CANADA DeepRoot Green Infrastructure develops solutions to enhance urban forests and surrounding watersheds in city streets, parking lots, campuses, and more. deeproot.com 504-327-0399	 FIRESTONE BUILDING PRODUCTS Offers an array of environmentally friendly roofing and landscape products and systems for all your needs. firestone@epco.com 800-428-4442

1Y: LEADERBOARD AD

Article Page Mockup for the
Green Pages Industry Directory

Order Form for LAM, Green Page Directory and Podcast Ads - 2024

Circle the options you wish to book (LAM, GreenPages and Podcasts) and email to speck@greenroofs.org or rmalik@greenroofs.org

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CORPORATE MEMBER LAM ADVERTISING RATES

Living Architecture Monitor - Advanced Tier (1) Members
Manufacturers, suppliers of accessories and green walls

	1 Issue	2 x (15% off)	3 x (20% off)	4 x (25% off)
1A	\$3,665	\$6,230	\$8,795	\$10,995
1B	\$1,430	\$2,431	\$3,431	\$4,289
2A	\$2,640	\$4,487	\$6,335	\$7,918
2B	\$750	\$1,274	\$1,799	\$2,248

Living Architecture Monitor - Advanced Tier (2) Members
Nurseries, professionals, government/institutional, non-profit

	1 issue	2x (5% off)	3x (10% off)	4x (15% off)
1A	\$3,665	\$6,962	\$9,895	\$12,460
1B	\$1,430	\$2,716	\$3,677	\$4,862
2A	\$2,640	\$5,014	\$7,126	\$8,974
2B	\$750	\$1,424	\$2,023	\$2,548

NON-MEMBER LAM RATES & PODCAST ADS

Living Architecture Monitor - Non-Members

Inquire about upgrading to a membership that fits your organization's needs

	1 issue	2x (3% off)	3x (5% off)	4x x (25% off)
1A ad option	\$4,311	\$8,363	\$12,287	\$16,038
1B ad option	\$1,682	\$3,263	\$4,794	\$6,257
2A ad option	\$3,105	\$6,023	\$8,847	\$11,548
2B ad option	\$881	\$1,708	\$2,511	\$3,276
Earned Media	\$2,625			
Podcast Ad	\$263 pre-roll or post roll, or \$525 mid-roll per ad			

Ad Specifications:

- All ads should be 1500x250px, JPG or PNG
- Ads are in an adaptive layout based on screen size-approximately 1250 x210 px on a 1080px display
- Ads will link directly to your website
- If you would like to track ad clicks, please specify a custom tracked URL
- Keep font sizes large to preserve legibility on mobile

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2024 GREEN PAGES ADVERTISING

	1X ad option	1Y ad option
LAM 4x Advertisers (50% off)	\$2,077	\$810
LAM 1-3x Advertisers (25% off)	\$3,115	\$1,215
Non-Advertisers or 3x or less	\$4,154	\$1,620

Listing - includes company name, logo, description, link to website address and phone number

Listing	Bronze (20 words)	Silver (30 words)	Gold (50 words)
Corporate Member Rates	Free!	\$174	\$284
Non-Member Rates	\$120	\$229	\$338

How to fill out sheet:

Option	Choice
A	1
B	2

Circle desired choices

3

NAME, COMPANY, TELEPHONE, EMAIL & FULL ADDRESS

WHAT ADVERTISING ARE YOU BOOKING?

☐ Winter 2023/24 ☐ Fall 2024 ☐ Podcast
☐ Spring 2024 ☐ Winter 2024/2025
☐ Summer 2024 ☐ Green Pages 2024

TOTAL PURCHASE COST (USD)
(Canadian firms, please add 13% HST)

PAYMENT/ _____ Per issue _____

METHOD/ ☐ MasterCard ☐ Visa ☐ Invoice

Name on Card: _____ CreditCard #: _____ ExpiryDate (MM/YY): _____ CW: _____

Signature: _____

Prepayment by check or credit card is required for all ads. Frequency discounts will not be recognized unless a contract is issued and signed. Verbal agreements are not recognized. No cancellations are accepted after closing for advertiser space. Contact Steven Peck for more details at speck@greenroofs.org or 416-971-4494x233. Credit cards will be charge a 3% fee.