



Local, National and
International Green
website resource data

Me Green You Green

7901 Haydenberry Court
Nashville, TN 37221

www.Megreenyougreen.com

Dear Sustainable Industry Marketer,

Me Green You Green (MGUG) website offers a unique opportunity to reach people seeking the solutions you provide.

- Reach building professionals and home owners actively looking for information about your products and services online.
- Easily control costs with a choice of targeted ads or industry wide ads.
- Online posting and payment for ads.

MGUG brings together high quality content about sustainable buildings from professional organizations, reference publications, popular publications and presentations written by leaders in their field. On the Me Green You Green site this information is available to home owners, architects, engineers, contractors, sustainable facilitators, builders, suppliers, policy makers, regulators, concerned citizens and operators looking for specific solutions in an easy to navigate website.

As a sponsor you can focus your efforts on the people looking for your solutions in your particular area of the market. MGUG sponsorship lists your organization's name and contact information along with peer reviewed articles and presentations.

Your sponsorship provides your organization's name and contact information on the right hand side of the page you choose to sponsor. During the pilot development stage from now to January 31, 2011 your listing costs only \$100 on a technology page, \$200 on a category page and \$300 on the front page.

During the pre-pilot phase MGUG will be referenced and scene by over 50,000 people reading announcements and references in regular columns, articles and presentations from professional societies, trade publications and USGBC publications. It is also linked to web search engines for people looking for sustainable solutions. During the pre-pilot phase the site will receive over 1,000 hits a month.

We welcome the chance to offer you an advertising program and proposal geared to your specific needs. Contact us and let us be part of your 2010 marketing team!

Very Best Regards,

Winston Huff CPD, LEED AP

Editor in Chief

Winstonhuff@scienceinteractive.net

ME GREEN YOU GREEN EDITORIAL CONTENT

Me Green You Green is the only one stop website for home owners, builders, architects, engineers, operators and LEED facilitators to find technical articles covering the major sustainable categories and topics.

Professional societies, trade publications, webinars, manufacturers, technical presentations and code organizations have quality information about specific sustainable solutions.

There are people building new, renovating, operating and upgrading facilities that need this information.

The problem is people do not know where to find good peer reviewed information. Simple internet search engines will bring up all types of information that may or may not apply to a particular issue. The quality of the information from a web search is always in question.

On the *Me Green You Green* website people find information organized by the major sustainable categories of Energy, Site, Water, Materials & Resources, Innovation in Design and Environmental Quality. Clicking on one of the major categories visitors will find a list of topics that supply more detailed information. A click on the topic will bring a list of peer reviewed material that the reader can download and read.

The *Me Green You Green* editors are experts in their particular field and are always looking for quality content to add to the site. As an advertiser you are encouraged to suggest quality content that can be added to the site.



Who Reads Me Green You Green?

Every year more organizations are looking for quality information on how they can operate, build or maintain a sustainable facility.

With the growth of the sustainable building certifications such as US Green Building Council and Energy Star readers are looking for specific information to obtain these credits.

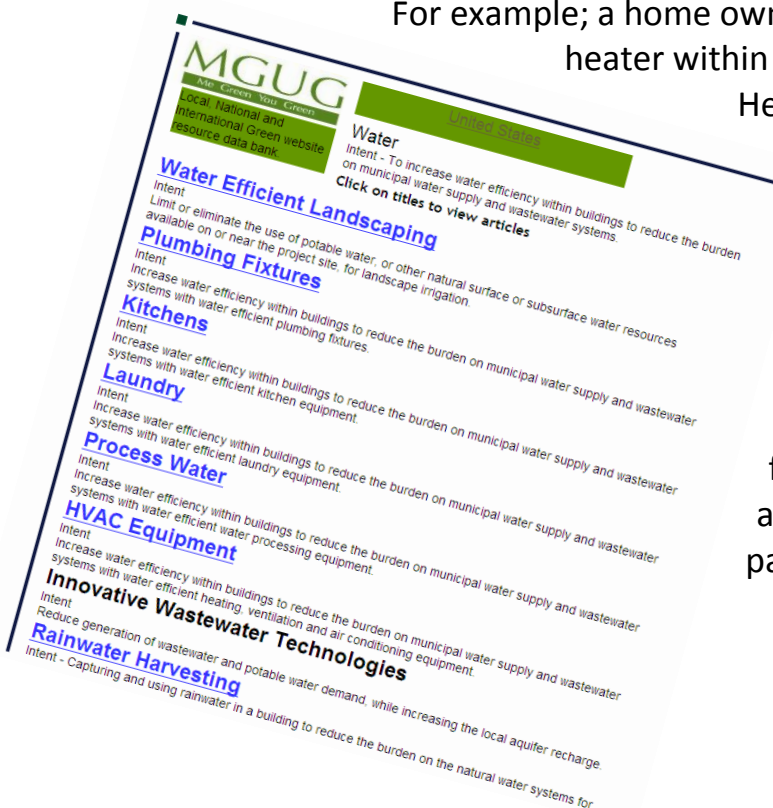
Websites and publications are full of information on sustainable buildings. Home owners looking to replace materials or systems in their home are looking for solutions that really help the environment and their quality of life while fitting into their budget. They can find out if this will help them obtain a sustainable certification.

Me Green You Green is a valuable resource when looking for specific information on obtaining credits for sustainable building certifications.

Sustainable facilitators, designers, builders, owners and operators are looking for solutions to help them obtain sustainable guideline credits or operate more efficiently. These are the people that will specify, purchase and install products and services you provide.

For example; a home owner may have to replace their water heater within the year. They can refer to the Water Heater topic page in the Energy category and find articles on the water heater that is right for them.

An architect looking for information on how to improve the building envelope and obtain an energy credit for a sustainable certification can find articles on the Building Envelope topics page in the Energy category.



Rates and Mechanicals

Me Green You Green helps you to:

- Easily control costs with a choice of targeted ads or industry wide ads.
- Pay using online posting and payment for ads.

Me Green You Green ads are text based for the pre-pilot phase

The screenshot shows the MGUG website home page. At the top, there are links for 'MGUG UNITED STATES' and 'PRE-PILOT SITE'. Below this, there are several columns of links categorized by topic: Energy, Water, Design Process, Innovation & Environmental Quality, Indoor Environmental Quality, Materials & Resources, and Green Activism. There are also links for 'Local, National and International Green website resource data bank', 'GREEN BLOGS', and 'CONTRIBUTING ORGANIZATIONS WITH FEES'. At the bottom, there are navigation links for 'MGUG HOME', 'SPONSORSHIP', 'ABOUT', 'EDITORIAL BOARD', 'HOW TO NAVIGATE', and 'CONTACT'.

YOUR AD HERE

HOME PAGE AD - \$300

While space is available your ad can be placed on the home page for \$300

CATEGORY PAGE AD - \$200

While space is available your ad can be placed on one of the 5 category pages for \$200

The screenshot shows the MGUG website category page for 'Water Efficient Plumbing Fixtures'. The page title is 'Water' and the subtitle is 'Water Efficient Plumbing Fixtures'. The main content area lists several articles with their titles and brief descriptions: 'Water Efficient Landscaping', 'Plumbing Fixtures', 'Kitchens', 'Laundry', 'Process Water', 'HVAC Equipment', 'Innovative Wastewater Technologies', and 'Rainwater Harvesting'. Each article has a small 'Intent' section and a 'Click on titles to view articles' link. At the bottom, there are navigation links for 'MGUG HOME', 'SPONSORSHIP', 'ABOUT', 'EDITORIAL BOARD', 'HOW TO NAVIGATE', and 'CONTACT'.

YOUR AD HERE

TOPIC PAGE AD - \$100

You can focus your ad to a topic page market for \$100

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YOUR AD HERE

How to place and pay for an ad

Ads are easy to place.

- Ads are 100 characters long.
- Placed on line, email or mail.
- Pay with Pay-Pal or check.
- Ads will remain on the site through the Pre-Pilot phase ending January 1, 2011.

Advertising with Me Green You Green

MGUG sponsorship lists your organization's name and contact information along with peer reviewed articles. MGUG viewers include homeowners, architects, engineers, builders, operators, suppliers, sustainable coordinators, activists, policy makers, providers, regulators and concerned citizens looking for solutions you can provide.

Your sponsorship provides your organization's name and contact information on the right hand side of the page you choose to sponsor. During the pre-pilot development stage of the publication your listing costs \$300 for a Home Page, \$200 for a Category Page and \$100 for a Topic Page ad. It will be listed until January 1, 2011. Advertisers will then have a choice to continue ads during the pilot phase of the publication. The first listing received will be listed on the top of the page. The listing will go down the page in the order they are received. There will be a limit of 10 listings on each page. The sponsorship listing is limited to 50 characters, including spaces and contact information.

The intent is to list your organization's name and website or email address within the 50 characters. For sponsorship, go to www.Megreenyougreen.com click on the "sponsorship" button at the bottom of the page and fill out the form. You can pay for your ad on line using Pay Pal or a major credit card. Or send these items by email or US mail.

- Name, address, email and phone number of organization.
- Contact name
- 100 character listing
- page name where you want your ad listed.

Logos will not be shown on the website.)

Make Check(s) payable to Science Interactive and mail to this address:

Science Interactive

7901 Haydenberry Court

Nashville, TN 37221

Or send information or questions to: info@scienceinteractive.net