



THE  
**green**  
PAGES



**2010** Media Kit




## Welcome to The Green Pages

Our Vision at **THE green PAGES** is to help provide new and existing patients with the best and most complete information about your business in an organized and easy to read format. Our proven and unique "directory" style format for **THE green PAGES** will become something your customers rely on to find YOU. Getting customers to your Collective or business is our #1 goal.

**THE green PAGES** is published by a family owned business with over forty years of experience in the magazine trade. Our staff are magazine specialists, producing a professional, and polished publication.

**THE green PAGES** has a number of different venues to capture your audience. We can also help you create an effective advertising campaign to grow your business.

- Distribution to millions of  7-Eleven So Cal store customers
- No art? No problem. We can create it all!
  - ▶ Photography
  - ▶ Art Design
  - ▶ Copy Creation
- Quick Reference Listings
  - ▶ Service icons      
  - ▶ Page location(s)
  - ▶ Regional Map location
- Website ads to promote your business
- 1/3 page "directory style" Collective ads

Our print magazine will be offered FREE to the public at their neighborhood  7-Eleven magazine racks throughout Southern California. In addition to our print magazine, your collective listing will also be included online in our digital magazine. Our digital magazine has virtual "flip" technology, easy search capability, thumbnail page view, video and sound available to promote your business or collective.

Our website ([www.GreenPagesGuide.com](http://www.GreenPagesGuide.com)) will be clean, user friendly, and easy to read.

As we launch **THE green PAGES** we would like to partner with you to communicate, enlighten and supply patients with substantial information as California moves forward into this new (but old) industry.



Full Page Ad

Half Page Ad

Collective Directory Ad



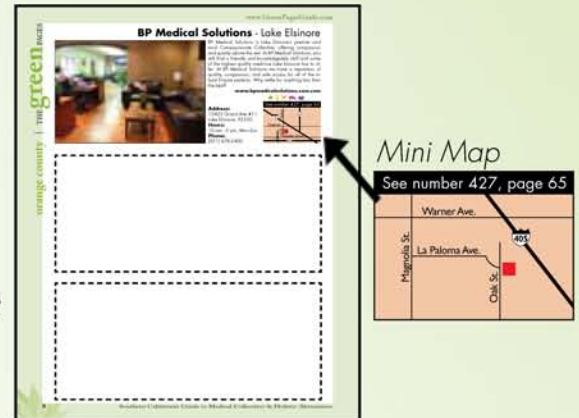
# ad sizes & rates

Magazine  Digital  Website

## Collective Directory Ads (CDA's)

- ▶ 1/3 page ad designed by 
- ▶ 60 words of description
- ▶ Includes company address, hours & website
- ▶ Photo or logo
- ▶ Mini map location
- ▶ Displayed in print & digital magazine
- ▶ Listed on regional map & quick reference guide

Rate - CDA: \$425 per month  
(Four month minimum)

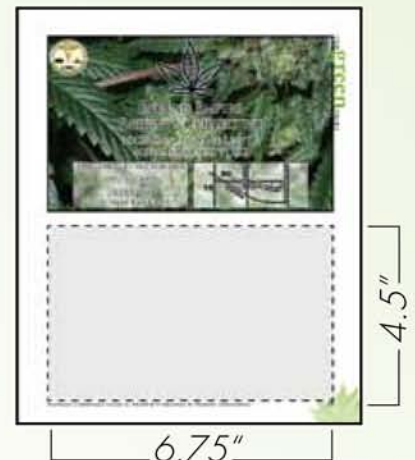


## Full Page & Half Page Ads

- ▶ Full page & Half page ad  
(artwork provided by advertiser or  
can be created by The Green Pages)
- ▶ Listed on regional map & reference guide
- ▶ Displayed in print & digital magazine

Rate - Half Pg: \$575 per month  
(Four month minimum)

Rate - Full Pg: \$1,025 per month  
(Four month minimum)



Artwork created by The Green Pages  
at an additional charge.



# website ad

magazine  digital  website

## Website Collective Directory Ad



- ▶ Active link to advertiser's website
- ▶ Sixty words of general information
- ▶ Photo or logo
- ▶ Mini map location
- ▶ Designed by GP staff
- ▶ Displayed in print & digital magazine
- ▶ Listed on regional map & reference guide

## Website SideBar & BottomBar Ad



- ▶ Displayed on select website pages
- ▶ Active link to advertiser's website
- ▶ High impact branding
- ▶ Ads rotate throughout website
- ▶ Artwork provided by advertiser or created by The Green Pages

# ad specifications

## Print & Digital:

### Collective Directory Ad

- ▶ Designed by The Green Pages
- ▶ 60 words of description (word doc) (include name, telephone, hours, address, city, website, services, items sold, etc)
- ▶ Photo or logo (jpeg, 300 dpi 4x6 horizontal)
- ▶ Map location

### Full & Half Page Ads

- ▶ Half Pg Art dimensions: 6.75 (w) x 4.5 (h)
- ▶ Full Pg art dimensions: 6.75 (w) x 9.25 (h)
- ▶ No Bleed on artwork
- ▶ Art format must include high-res images, and be supplied in InDesign CS3 files

## Website:

### Website Collective Directory Ad

- ▶ Designed by The Green Pages
- ▶ 60 words of description (format word doc) (include name, telephone, hours, address, city, website, services, items sold, etc)
- ▶ Photo or logo (jpeg, 300 dpi 4x6 horizontal)
- ▶ Map location

### SideBar Ad

- ▶ 250 x 250 pixels
- ▶ Jpeg, RGB
- ▶ 72 DPI

### BottomBar Ad

- ▶ 468 (w) x 60 (h) pixels
- ▶ Jpeg, RGB
- ▶ 72 DPI

