

MEDIA KIT



Building Energy Performance Assessment News

A service of Buonicore Partners, Inc.

Building Energy Performance Assessment News

BEPANews is emailed daily (except on Christmas and New Year's Day) with 1.5 million impressions in the last 12 months! No other advertising opportunity can reach so many buyers in the sustainable commercial real estate market.

Please review this Media Kit and feel free to email us at megarbarino@bepanews.com. Tell us about your company and your advertising needs. We enjoy hearing from our readers.

A testimonial from an advertiser:

Grow Your Business using the power of BEPANews

"Advertising in BEPANews immediately resulted in web traffic and a number of contacts for us to follow up with."

Sarah Erdman, Marketing Director of QA Graphics

Ask us about our "special offer" for your first week of advertising. It's a great way to test the waters!

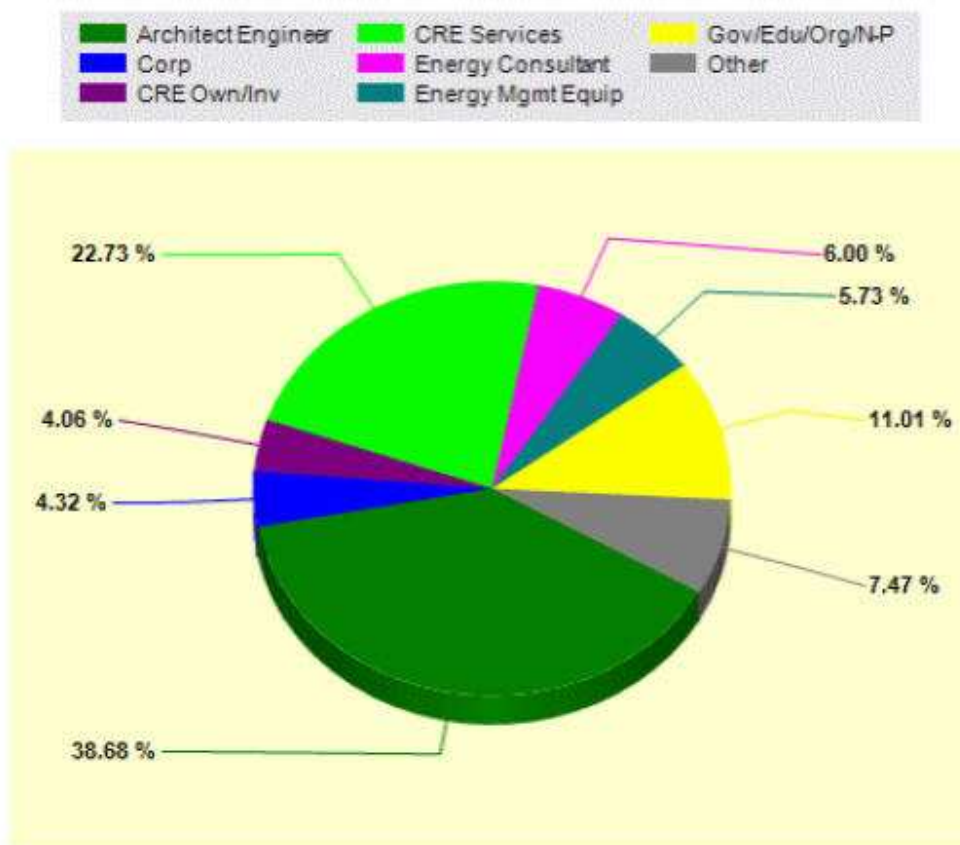
Circulation and Readership Profile

Circulation

BEPAnews Circulation *	Present Year
Total Number Annual Ad Impressions	1,500,000
Average Number of Opens per Subscriber Monthly	10.5

**Source: Third Party Email Marketing Provider*

Readership Profile



BEPAnews Advertising Options

BEPAnews Daily Newsletter

The screenshot shows the BEPAnews website layout with several advertising spots highlighted:

- Leaderboard:** A banner at the top for SRS (Sustainable Real Estate Solutions) with the text "SRS IS REINVENTING ENERGY EFFICIENCY BENCHMARKING >> DISCOVER HOW" and "BENCHMARK TO 120,000 BUILDINGS & 15 PROPERTY TYPES >> WWW.SRMNETWORK.COM".
- News Category 1:** A box containing the text "ASTM Standard E 2797-11 Standard Practice for BEPA" and "Presented by: Anthony J. Buonicore, P.E., Chairman, ASTM Building Energy Performance Task Group".
- News Category 2:** A box containing the text "Autodesk® Live Webcast Register Here" and "Understanding Your Building's Energy Performance Learn how to save time, energy, and money with BIM."
- Skyscraper:** A vertical box at the bottom right with the text "MODEL GREEN LEASE".

Other visible content includes a navigation menu (Home, Subscribe, About Us, Contact, Resources, Archives, Calendar), a "Follow us on" section with a Twitter link, and a "Free Whitepapers" section with categories: Regulations, Benchmarking, Underwriting, and BEPAs 101.

Campaign Reporting and Rate Card

Campaign Reporting

To quantify the results of your campaign we provide you with a report that includes the following information:

Campaign Summary Page	Visitor Name
Report Date Range	Title
Impressions	E-mail Address
Number of Visitors	Company Name

The BEPAnews Rate Card

Ad Rates are net of 15% standard agency commission	Minimum buy: 1 week			
	Weekly	Quarterly	1/2 Year	Annual
Newsletter Ad Placement	Rate	Rate	Rate	Rate
Leaderboard	\$1,000	\$11,000	\$20,000	\$38,000
Skyscraper	\$1,000	\$11,000	\$20,000	\$38,000
News Category 1	\$800	\$9,000	\$16,640	\$29,120
News Category 2	\$500	\$5,800	\$10,400	\$18,200

For More Information:

Please email Mary Ellen Garbarino at megarbarino@bepanews.com.

We would enjoy hearing from you.