

## WHAT

- RELI's **LI GreenGuide** is a free consumer directory of green Long Island businesses, service providers and professionals published in print and online
- **LI GreenGuide** Features:
  - "How To" content providing consumers with the tools to evaluate and questions to ask when they are ready to buy green
  - **LI GreenGuide** Directory of green Long Island businesses, companies, and organizations
  - The **LI GreenGuide** ads featuring green businesses, companies, and service providers
  - The online **LI GreenGuide** features an interactive and searchable Directory database and banner advertisements

## HOW

- Cross-linked from several web sites with top Google rankings
- Average of 1,200 online visits per month with over 60% of these being unique visits
- File types: GIF, JPG, PNG, or SWF (flash). SWF must use clickTAG

## WHEN

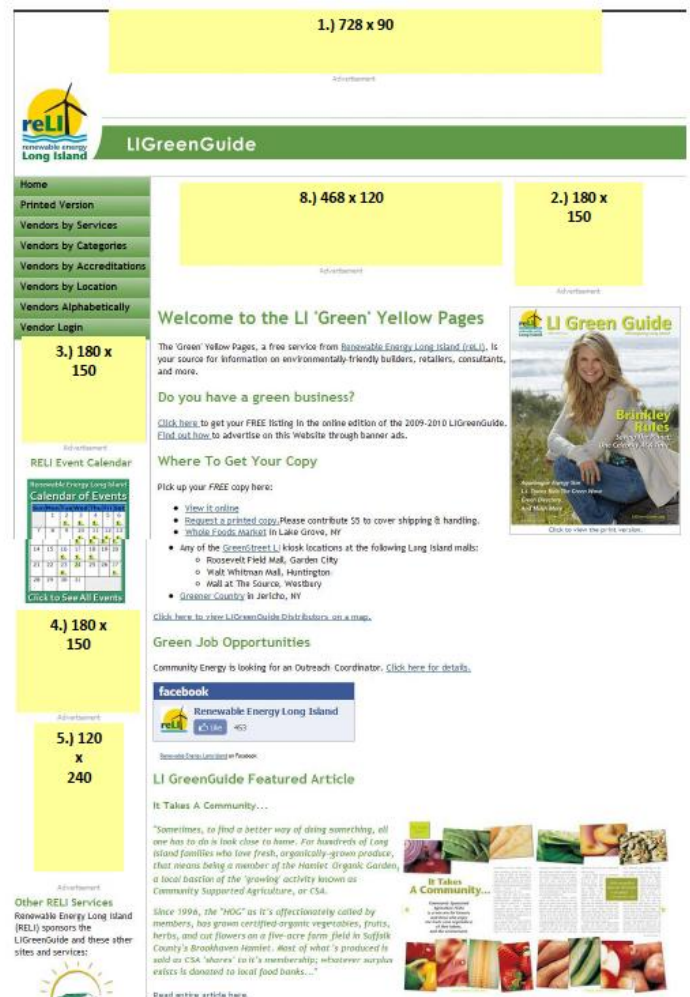
- Online viewership 24 hours a day, 7 days a week
- Banner advertisement available quarterly for a duration of 3 months
- Free Online Access (no consumer Log-In to view)

## WHERE

- Strategically placed online banner advertisements at [www.LIGreenGuide.org](http://www.LIGreenGuide.org)
- Available in a variety of sizes
- Unlimited monthly impressions and clicks
- Flash capable banner ads
- Ads link to your website, increasing your web traffic with click reports available upon request

## COST

- Placement: Six different locations on the site contain ads.
- Rotation: 4 different ads rotate in each placement.
- Purchasing ads: Ads are auctioned via eBay every 3 months. You must bid online to purchase an ad slot. To be notified of the next ad sales period, email Ashley.
- Payment: Payment in full must be made via PayPal prior to ads appearing online
- Ads: Price includes one style of ad. Modifications to your ad during the advertisement period cannot be made.



The screenshot shows the LI GreenGuide website interface. At the top, there are several yellow ad slots with dimensions: 1.) 728 x 90, 2.) 180 x 150, 3.) 180 x 150, 4.) 180 x 150, and 5.) 120 x 240. The main content area includes a navigation menu on the left, a 'Welcome to the LI 'Green' Yellow Pages' section, a 'Where To Get Your Copy' section, 'Green Job Opportunities', a Facebook link, and an 'LI GreenGuide Featured Article' titled 'It Takes A Community...'. The article discusses local food production and community-supported agriculture.

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[www.LIGreenGuide.org](http://www.LIGreenGuide.org)

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