



MEDIA KIT



Only ENN provides meticulously filtered, ahead-of-the-curve information enabling industry professionals, environmental leaders, and business executives to make the most out of their environmental initiatives.

For almost 20 years, ENN – the Environmental News Network has been a critically acclaimed source for environmental news, commentary and announcements about the challenges our earth faces.

Our mission is simple. We publish information that will help people understand and communicate the environmental issues and solutions that face us and hopefully inspire them to get involved. We help nonprofits, governments, and business from around the world get their information published and read by people who want to help make this planet a better place.

ENN's unique audience includes over 20,000 newsletter subscribers and over 250,000 page views each month.

ENN offers many interesting and media rich possibilities for environmental companies and non-profits to get their message to a highly diverse and influential audience.

QUICK FACTS

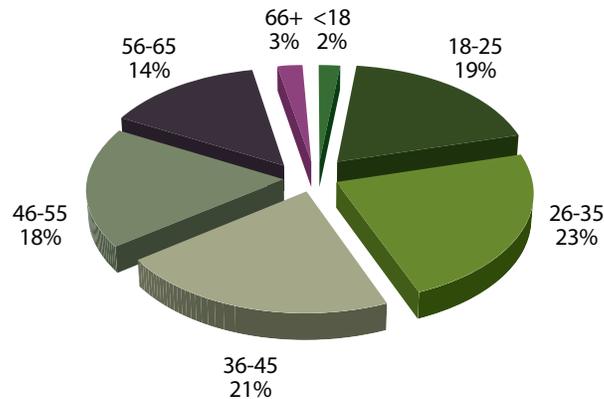
Primary readership of ENN is within the US plus a growing international audience.

54% Male
46% Female.

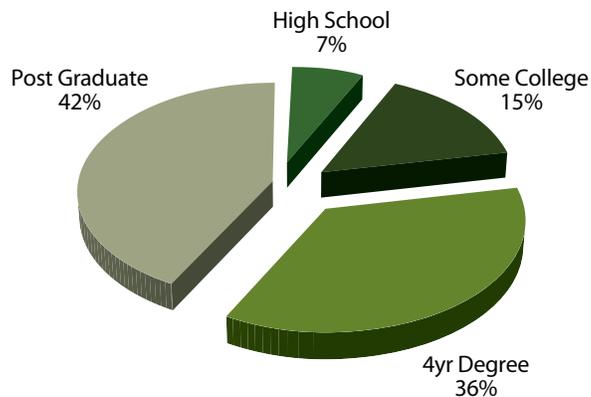
34% of ENN readers contribute to environmental charities and non-profits often.

ENN is read by journalists, environmental professionals, government officials, researchers, and environmental advocates.

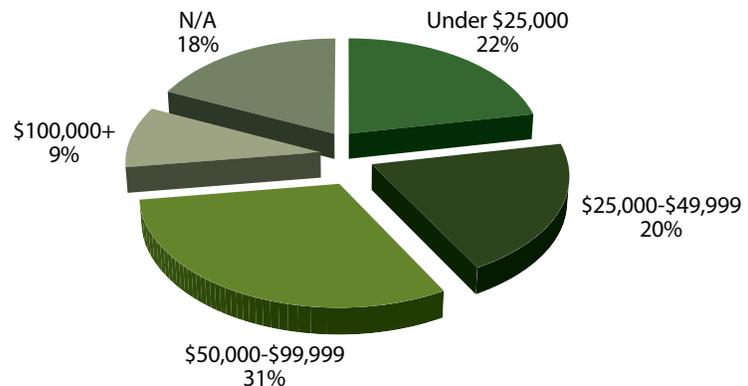
Age



Education Level



Income Level



MEMBER PRESS PROGRAM



Publication to the ENN.com homepage reaches 100,000 unique visitors per month.

Publication to ENN's daily newsletter serves over 20,000 ENN Members, RSS Feeds, plus permanent listings in ENN's news archives.

Listing in the ENN Press Member Directory, features your organization's name, logo, and mission.

Powerful News Distribution

ENN delivers your environment-related news, research, services, and product information to major news organizations, publications, government agencies, databases, and environmental professionals around the world at an incredible value.

Features

News releases are posted by e-mail and RSS feeds to environmental contacts at over 10,000 media organizations, comprised of journalists, broadcasters, and other professionals, specific to the health, environment, science and technology sectors. End-of-Day release digests are distributed to an additional 70,000 professionals and industry subscribers. Releases are also posted to the ENN archive pages. News releases are also transmitted via World-Wire's syndication partners, including Google, Reuters, and Yahoo News, which redistribute news releases to thousands of third party web sites and global online databases. This gives your news potential exposure to millions of online and offline readers.

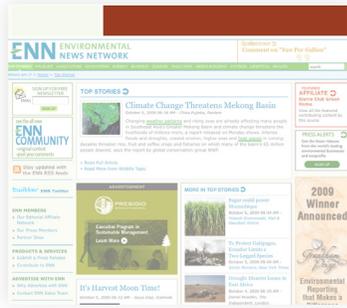
Packages and discounts*

1 Release	\$79.99 - \$99.99
4 Releases	\$297 (25% discount)
6 Releases	\$415.80 (30% discount)
Unlimited releases	\$1,500

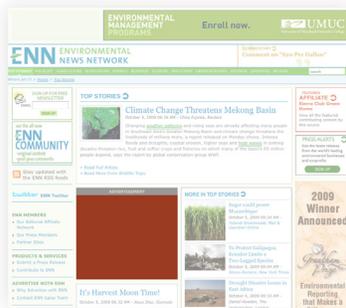
*Custom packages & annual account available.

ADVERTISING RATES

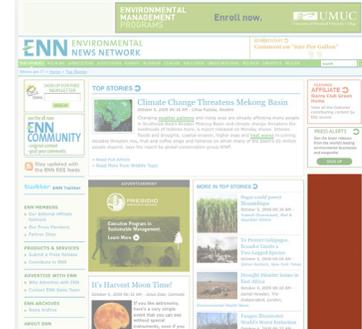
LEADERBOARD
728x90 pixels
Flash, GIF, JPG



RECTANGLE
350x200 pixels
Flash, GIF, JPG



SKYSCRAPER
160x600 or 180x600 pixels
Flash, GIF, JPG



Access ENN.com

ENN.com currently averages 250,000 page views per month and over 100,000 unique visitors.

Access ENN Newsletter

Our daily newsletter reaches over 20,000 subscribers, with an open rate of 17%. Our weekly newsletter reaches over 5,000 subscribers with an open rate of 31%.

Run-Of-Site (ROS) CPM Campaigns**

AD PRODUCT	DIMENSIONS	CPM'S
Leaderboard	728x90	\$15
Rectangle	300x250	\$15
Skyscraper	120x600; 180x600	\$15
Button	120x60; 120x90	\$10

ENN.com Newsletter Sponsorship**

Dedicated Email	\$2,000
Daily newsletter - top placement	\$1,500/week or \$500/day
Daily newsletter - skyscraper	\$1,000/week or \$300/day
Daily newsletter - banner 120x60 or 120x90	\$500/week
Weekly newsletter - top placement	\$500/week
Weekly newsletter - skyscraper	\$500/week

**Please inquire about our discounts for non-profits and small businesses.

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973-229-4900



ADVERTISING CREATIVE SPECS

Please follow the guidelines below for flash and graphical advertising.

Recommended File Sizes

728x90	20k gif, or jpg/29k Flash
160x600	18k gif or jpg/30k Flash
300x250	25k gif or jpg/35k Flash
468x60	18k gif or jpg/30k Flash
120x600	25k gif or jpg/34k Flash
250x250	23k gif or jpg/32k Flash

Expandable Graphic Requirements

- File size should not exceed 60k after ad expansion
- Expanding graphics must meet the following dimensional and directional criteria:

Creative Size	Expand Dimension	Expand Direction
728x90	728x400	Down
300x250	400x300	Down or Left
160x600	400x600	Left
120x600	400x600	Left

Additional Multimedia Criteria

Initiation of graphics expansion must meet the following criteria:

- Mouse Over / Mouse Off – Creative expands in response to mouseover and retracts upon removal of mouse.
- Click Open / Click Close - The creative expands in response to a user click and retracts upon second click or removal of mouse.

Audio requirements

- Audio must be initiated by User Click.
- Audio must end either simultaneously or before the ad finishes playing.
- Audio must be encoded at a maximum volume of -12 db.

Length requirements

- Video stream length should not exceed a maximum of 30 seconds.
- Animation should not exceed a maximum of 8 seconds.
- Concurrent video/animation should not exceed 15 seconds.
- Looping/flashing may continue upon load for no more than 8 seconds.

Examples of recent campaigns:



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author: African Wildlife Foundati...
signatures: 18,365 [sign petition](#)
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EU BC&E 2013
21st European Biomass Conference and Exhibition
Setting the course for a biobased economy
Bella Center - Copenhagen, Denmark • Conference 3 - 7 June 2013 • Exhibition 3 - 6 June 2013



Online Info Session
September 9
MASTER OF PUBLIC ADMINISTRATION IN
Environmental Science and Policy
COLUMBIA SIPA
School of International and Public Affairs
THE EARTH INSTITUTE
COLUMBIA UNIVERSITY

“When we run a press release or banner ad on ENN we see results with increased web traffic and new client contacts.”

- Suzanne Wright, Vice President of Marketing,
TroutHeadwaters, Inc. and THI RiverWorks, Inc., Livingston, Montana