PRISM | Sustainability in the Built Environment is a leading growth-orientated publication covering all aspects of the architectural built environment. An online bimonthly publication and daily website ensure readers have all of the latest information on sustainable building design and materials at their fingertips.

PRISM partners with the industry to transcend the typical definition of ‘sustainability’ to illuminate the essence of sustainability throughout the entire life cycle of the architectural built environment.

PRISM integrates the whole building — providing timely news and information on building science, color and design; historic restoration and preservation; landscape architecture; urban and exurban planning; and industry news, focusing on the commercial and institutional markets.

PRISM covers the inside and out.

• Interiors – Floors, walls and ceilings. Including substrates, paints and coatings, materials and techniques.
• Below and above-grade waterproofing.
• Inside the wall – Air/vapor barriers and insulation.
• Roofing – Reflective, photovoltaics, materials, coatings and green roofs
• Exteriors – Metal, masonry/concrete, wood, glass and EIFS. Including protective and decorative coatings and other liquid-applied materials and techniques; cladding materials; curtain walls; living walls; and landscape design.

PRISM is a resource for architects, designers, specifiers, facility managers, planners, developers, builders, construction firms, suppliers and users of architectural materials and services.
## 2018 PRISM EDITORIAL CALENDAR

**PRISM**

Sustainability in the Built Environment

PRISM covers building science, color/design, historic restoration/preservation, landscape architecture, urban planning and industry news daily and in every bimonthly online edition. Our focus is on building materials and architectural design that create a sustainable environment.

NEW: The Economics of Biophilia: Part 1 – 6

<table>
<thead>
<tr>
<th>2018</th>
<th>In Depth</th>
<th>Deadline</th>
<th>Every Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Sustainability and senior living</td>
<td>Green projects and floors</td>
<td>Deadline: February 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Architectural coatings</td>
</tr>
<tr>
<td>March/April</td>
<td>Education facility design eco-trends</td>
<td>Dynamic glass/curtain walls/</td>
<td>Deadline: April 6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>interiors</td>
<td>Architectural coatings</td>
</tr>
<tr>
<td>May/June</td>
<td>Zero Net Energy</td>
<td>Green building materials/</td>
<td>Deadline: June 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>wood/floors</td>
<td>Architectural coatings</td>
</tr>
<tr>
<td>July/August</td>
<td>Sustainability in healthcare facility design</td>
<td>Air barriers and waterproofing/</td>
<td>Deadline: August 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>exterior metal coatings /</td>
<td>Architectural coatings</td>
</tr>
<tr>
<td></td>
<td></td>
<td>decorative coatings</td>
<td></td>
</tr>
<tr>
<td>September/October</td>
<td>Passive House design</td>
<td>Exterior coatings/2018 colors of</td>
<td>Deadline: October 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>the year/glass</td>
<td>Architectural coatings</td>
</tr>
<tr>
<td>November/December</td>
<td>Resilient Design</td>
<td>Green building/interior design</td>
<td>Deadline: Nov. 21</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Architectural coatings</td>
</tr>
</tbody>
</table>

PRISM reserves the right to modify its editorial calendar without notice.

Finished editorial submissions can be made to Emma Kapp emmakapp@prismpub.com. If available, please include high resolution images or links to images, and the appropriate captions/credits. Word documents preferred. If you have any questions, please call (888) 568-6610 or 412-376-4708.

All other inquiries including advertising can be made by email to Brian Kapp briankapp@prismpub.com or by calling (888) 568-6610 or 412-376-4708.
GROW YOUR BUSINESS WITH PRISM
3P PRISM PARTNER PACKAGE

3P $6000/YEAR

Placement in leaderboard ads on Home Page and in every online Bimonthly Edition.
Each PRISM Partner will be featured in each of the six leaderboard ads on the Home Page and in the online bimonthly edition, rotating every six seconds; assuring each PRISM Partner is always displayed.
• Top Home Page Large Leaderboard 1024 x 90 px.
• Five Home Page Standard Leaderboard 728 x 90 px.
• Six online bimonthly edition Standard Leaderboard 728 x 90 px.

Leaderboard Home Page and Bimonthly Editions

Sponsored Content
Up to three Sponsored Content ads in the Sponsored Content Slider at all times; rotating every six seconds.

Newsletter
Each PRISM Partner will have a standard ad in the Newsletter sent out bimonthly to approximately 2000 including architects, specifiers, project managers, facility managers, developers, contractors, suppliers and media firms.

Customized advertising
One ad with customized placement such as on a landing page, category page or other content.

*Note: Non 3P Advertisers may be accommodated in leaderboards, sidebar ads, sponsored content and online editions.
2P PRISM PACKAGE
$3000/year • $1800/6 months
This package includes each of the following ads:
• One Standard Leaderboard 728 x 90 px.
• One Sidebar ad 300 x 125 px.
• One Sponsored Content

1P PRISM ADS
• SPONSORED CONTENT
$1500/year • $900 6 months • $180/month
One Sponsored Content ad in the Sponsored Content Slider rotating every six seconds.
or
• INDIVIDUAL ADS
$1500/year • $900 6 months
Individual ads include one of the following ads:
• Standard Leaderboard 728 x 90 px.
• Standards Sidebar ad 300 x 125 px.

PRISM's readers/visitors
Website prismpub.com: 4500 users and 26,000 page views.**
Content on prismpub.com and PRISM bimonthly online editions are promoted on social media.
Each PRISM bimonthly online edition is advertised in the bimonthly newsletter sent to approximately 2000 quality emails.
PRISM's emphasis is on quality, and promotional endeavors are targeted to decision-makers such as principals, specifiers and project managers; as well as contractors, developers, facility managers, suppliers and of course the media.

**Statistics for prismpub.com are from Google Analytics 3/14/2018

Ad materials
All ads rotate every six seconds. Provide leaderboard and sidebar ad materials, and photos for Sponsored Content, in JPG or PNG format at least 144 ppi. Include URL link. Sponsored Content submissions should include a word document and attractive horizontal image at least 1080 x 720 px (with any appropriate credits and approval for use).

Terms and Conditions
All advertising contract position clauses are treated as requests. Changes in editorial requirements may take precedence over fixed positioning. All copy is subject to approval of the Publisher. The Publisher reserves the right to reject or to cancel any advertisement at any time.

All changes to schedules or insertion orders must be submitted in writing prior to the issue closing date. Neither the advertiser nor its agency may cancel or make changes in insertion orders after the closing date.

The advertiser and the agency agree to indemnify and hold harmless the Publisher, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement.

The Publisher will not be bound by any condition on contracts, orders, or copy instructions that conflict with the provisions of its rate card or its policies. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher’s control which prevent or delay publication or distribution of issues.