

# YOUR GATEWAY TO A SUSTAINABLE MARKETPLACE

**greenpages** directory™  
where good things click™

MEDIA KIT 2015

# MESSAGE FROM THE FOUNDER

Before building **GreenPages Directory** I worked with many early-stage new technologies in various phases of development. I learned first-hand the extra effort and risk it takes to be on the leading edge of a new way of doing business. Those companies that persevere, later enjoy improved employee retention and satisfaction, greater customer loyalty with less business risk, and last but not least, improved environmental performance. The task to do this at home and at work can be confusing. Do we even know where to look or what we need to pay attention to? What do we buy, from whom?

**GreenPages Directory** was born to create one platform that represents the new economy, where individual entrepreneurs, innovators

and large multinationals [who have, or are in the process of embracing sustainability and sustainable practices] can talk to—and receive feedback from—their customers. Like anyone who has started a business from scratch, I knew times when it wasn't easy—especially at the beginning—before the thousands of hours of effort and assistance from supportive colleagues helped transform this idea into a business tool that we can now share with you.

Founded in a sincere effort to support those who have something positive to communicate, benefits to share and best practices we can learn from, we invite you to be part of the solution.

Thank you for your business.

**Connie Linder, Founder**  
**GreenPages Directory Inc.**

# WE ARE THE FASTEST GROWING ONLINE SEARCH DIRECTORY AND COMMUNITY FOR SUSTAINABLE PURCHASING AND HEALTHIER LIVING.

We connect people seeking healthier options with companies offering innovative products and services, along with the most current information in the field of sustainability.

# YOU

are a company or organization that has decided to commit and communicate your success and efforts at embracing sustainability.

# WHY LIST ON GREENPAGES DIRECTORY?

**93%**

of worldwide consumers want to see more manufacturers and retailers of the products and services they use support worthy social and environmental issues

**85%**

of consumers say it's okay if a company is not perfect as long as it's honest about its efforts.

## COMMIT

Listing with GreenPages Directory confirms your commitment to foster, measure or improve your social and environmental performance. Online advertising furthers this commitment by reducing paper production and delivery expenses.

## COMMUNICATE

Your presence on GreenPages Directory communicates your commitment to a targeted marketplace and provides the platform that connects you directly with your customers.

## MEASURE

GreenPages Directory provides you with analytics that help measure your ROI. Choose from a wide list of social and environmental attributes, standards and certifications to demonstrate the quantifiable benefits of your products and services and differentiate yourself from your competitors.

**GREENPAGES DIRECTORY  
FILTERS AND CATEGORIZES  
INFORMATION RELATED  
TO SUSTAINABILITY AND  
PROVIDES A FORUM  
FOR EXCHANGING  
INFORMATION AND IDEAS.**

## Unique Features

We make it possible for companies to communicate their environmental and social commitments, geographic location, country of origin, certifications, standards, charitable activities, and quantifiable benefits by selecting from a variety of search parameters on an intuitive, user-friendly interface they can easily manage and modify. Users can then refine their searches and browse based on these criteria.

Companies who join our directory can advertise through us online by choosing from a variety of advertising options, as well as showcase their products and services, giving small and large companies equal access to interested consumers. By listing with us you can...

Highlight your social and environmental commitments.

Declare the quantifiable benefits, environmental and social attributes of your products and services.

Display the standards and certifications attributed to your company, products and services.

**OUR COMMUNITY  
INCLUDES CONSCIENTIOUS  
CONSUMERS, INDUSTRY  
LEADERS, RESEARCHERS  
AND WRITERS.**

## GreenPages Community

Members can join our GreenPages Community to engage with their target audiences and respond to comments.

This forum encourages conversations about best practices and sharing knowledge, information and ideas to further the implementation of effective sustainability performance.

# OUR USERS

## COMPANIES

that recognize the need to improve their social performance, reduce their energy consumption and waste, make efficient use of resources to green their supply chain, and seek to improve their procurement processes.

Even when companies are acting more sustainably they have difficulty communicating this to the marketplace in a meaningful and believable way.

b2b

b2c

## CONSUMERS

who seek socially-conscious, green solutions to contribute to a clean, ecologically-friendly way of life.

# CONSUMERS SPEAK

**92%**

would be willing to purchase a product or service that demonstrates social and/or environmental benefits.

**91%**

are somewhat or very likely to switch to brands associated with a good cause.

**90%**

will stop buying a product if they feel misled by environmental claims.

**87%**

consider a company's social and environmental commitment in deciding what to buy and where to shop.

**80%**

of North American consumers wish companies would do a better job helping them understand the environmental terms they use.

**61%**

admit they would purchase more sustainable goods and services but often lack the information and resources to do so.

**76% +**

of consumers agree it is important for companies to be mindful of their impact in the world.

CHOOSE FROM THE  
ENHANCED LISTING  
PACKAGE TO SHOWCASE  
YOUR LOGO, WEBSITE  
URL, SOCIAL AND  
ENVIRONMENTAL  
COMMITMENTS.

## Listing Options

The enhanced listing package also includes access to more locations, certifications, subcategories, specific individual products and services, preferential browse placement, and Google Maps tuning.

As a free member, your listing showcases your basic business information in a single subcategory of your choice. [Join Now For Free](#)

# WE OFFER THREE PACKAGE LEVELS DESIGNED TO SUIT YOUR BUSINESS NEEDS.

## ADVANCED \$99/year

- 5 Subcategories
- 10 Products/services
- 10 Locations
- 3 Images per product/service

[Buy Now](#)

## PREMIUM \$499/year

- 15 Subcategories
- 50 Products/services
- 25 Locations
- 3 Images per product/service

[Buy Now](#)

## CORPORATE \$995/year

- 25 Subcategories
- 100 Products/services
- 50 Locations
- 3 Images per product/service

[Buy Now](#)

+ applicable taxes

## CUSTOM

Quotes available upon request.

Contact: [sales@greenpagesdirectory.net](mailto:sales@greenpagesdirectory.net)

# WE HAVE MORE THAN 14,000 COMPANY LISTINGS REPRESENTING ALL BUSINESS SECTORS

Choose from our comprehensive listing types to help other businesses find you in our browse filter.



Listing Types

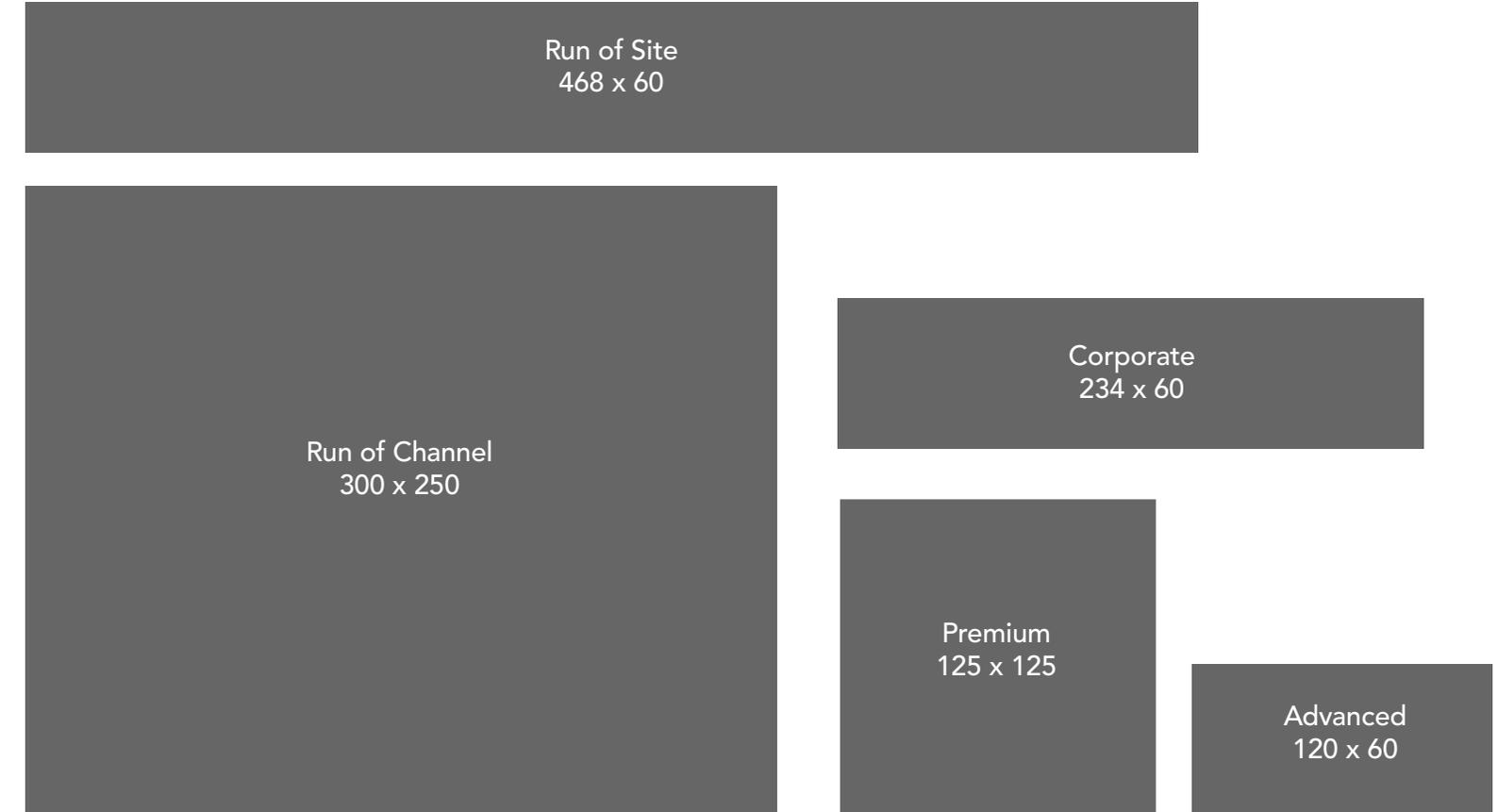


Agent/Broker	Distributor/Wholesaler
Importer/Exporter	Manufacturer/Supplier
NGO/Government	Processor/Producer
Service Provider	Retailer

# ADVERTISING RATES

EXPOSURE	BANNER TYPE	DIMENSION	SIZE	LOCATIONS	COST/MONTH
Run of Site	Full Banner	468 x 60	20-30 KB	1 of 10 advertisers displayed throughout the directory and community in prime location	\$1000 3 month minimum
Run of Channel	Rectangle Showcase	300 x 250	25-35 KB	10 / channel displayed in your targeted category of choice	\$500 3 month minimum
Corporate	Rectangle Showcase	234 x 60	15-20 KB	General rotation in your category	\$100 3 month minimum
Premium	Square Button	125 x 125	15-20 KB	General rotation in your category	\$75 3 month minimum
Advanced	Button	120 x 60	10-20 KB	General rotation in your category	\$50 3 month minimum

## BANNER SIZES:



## GENERAL INQUIRIES

[info@greenpagesdirectory.net](mailto:info@greenpagesdirectory.net)

## AD INQUIRIES

[sales@greenpagesdirectory.net](mailto:sales@greenpagesdirectory.net)

## JOIN NOW AT

[greenpagesdirectory.net](http://greenpagesdirectory.net)



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