



SUSTAINABILITY WORKSHOPS
WEDS. SEPT. 28 & WEDS. OCT. 5

INDUSTRY PARTY
OCT. 7 2011
2639 SPRUCE ST.
BOULDER CO

The Center for ReSource Conservation's Tour of Sustainable Homes is one of the most successful "Green" home tours in the country!

Since 1995, the Center for ReSource Conservation (CRC) has hosted the premiere tour of home in Boulder County focusing on solar and "green" technology. Since then, the tour has grown in size and expanded to include a wide variety of green technologies for the home. The CRC's tour is now recognized in the sustainability community as one of the best Tours of Solar and Green Homes in the country. Each year, we have historically engaged 500+ homeowners county-wide, including local contractors, realtors, business owners, university students, and members of local government. This year, our goal is to engage between 700 and 1000 individuals in the Tour and associated seminars.

Fantastic opportunity for customers and sustainably-minded companies to connect!

The tour is the perfect way for home owners, buyers, and renters to learn more about the latest solar, green technologies, and sustainable ways to improve their home. It is also a high-impact way for local companies that care about sustainability to connect directly with energized, motivated, and educated potential customers.

Broader reach....broader impact!

This year, the CRC and its community partners will be expanding the scope of the tour into the **Tour of Sustainable Homes**. With this change in name, comes a commitment to showcasing and introducing the latest technologies in energy and water conservation while also highlighting some of the most effective, interesting and practical ways that people in our community are reducing waste and living more sustainably. A special feature this year will showcase the many ways people are working *as a community* to live more sustainably.

MANY WAYS TO PARTICIPATE IN THE TOUR:

Tour of Sustainable Homes

This is the premier opportunity for Boulder County residents and homeowners to see first hand that sustainable homes are comfortable, practical, reliable and affordable! Tour participants have the opportunity to interact with homeowners, builders, contractors, installers—and fellow community members—who have the experience and knowledge in making homes sustainable

Sustainability Seminars

The CRC is proud to be presenting pre and post tour workshops designed to educate customers and inspire them towards taking action in the ways that they can conserve resources in their own home. These seminars are designed to help homeowners, renters and landlords more easily navigate the many choices they have in conserving resources and living more sustainably.

Conservation Magazine

CRC's long-running magazine will serve as the Tour of Sustainable Homes guidebook. The magazine is also packed with articles and information on sustainable living. The magazine will feature advertisements and special offers from area contractors, builders and businesses.

Sustainability Industry Party

This popular post-tour event is open to all sponsors, homeowners, business owners, and leaders the sustainability community. Each year, this event is attended by a few hundred people as a follow up to the tour. Join us at the CRC offices for an opportunity to celebrate the success of the Tour and network with others who are working towards a more sustainable community.

CRC's 16th Annual Tour of Sustainable Homes
Sponsorship Levels and Benefits
Sunday, October 2, 2011

Title \$10,000 (exclusive)

- Opportunity to have 2011 Tour of Sustainable Homes include your company's name.
- Conservation Magazine's Tour of Sustainable Homes - sole corporate logo on front cover, large logo on back cover and next to event overview article, full-page ad
- Websites - sole corporate logo on CRC's homepage during September, logo prominently placed on Tour of Sustainable Homes website for entire year
- CRC E-Newsletter - large logo in three e-newsletters (August, September, October)
- Tour of Sustainable Homes Print Ads – Your company's large logo featured in all ads placed in local media
- Tour of Sustainable Homes Poster - Your company's large logo in all
- Tour of Sustainable Homes Press Release – Your company's name included in Name in all promotions
- Tour of Sustainable Homes Seminars - name mentioned during introductions
- Passes - CRC will fulfill requests for Tour of Sustainable Homes and Pre and Post Tour Seminar passes
- Opportunity to Host Tour Seminar prior to Tour of Sustainable Homes

Tour \$5,000 (two sponsors at this level)

- Conservation Magazine's Tour of Sustainable Homes - medium logo on back cover and next to event overview article, half-page ad
- Websites - logo on CRC's homepage during August, logo placed on Boulder pages of Tour of Sustainable Homes Tour website for entire year
- CRC E-Newsletter - logo in two e-newsletters (August and September)
- Tour of Sustainable Homes Print Ads – Your company's logo featured in all ads placed in local media
- Tour of Sustainable Homes Poster - Your company's logo featured
- Tour of Sustainable Homes Press Releases - Your company's name featured in all media releases
- Passes - Tour of Sustainable Homes (15) and two Seminars (10 each)
- Opportunity to Host Tour Seminar prior to Tour of Sustainable Homes

Industry Party \$2,500 (two sponsors at this level)

- Tour of Sustainable Homes Industry Party at CRC on Friday, October 7th (all homeowners, sponsors and associated contractors)
- Conservation Magazine's Tour of Sustainable Homes Edition - logo on back cover, two quarter-page ads
- Tour of Sustainable Homes Website - logo placed on homepage
- CRC E-Newsletter - logo in e-newsletters (August & September)
- Tour of Sustainable Homes print ads - Your company's logo featured in all ads placed in local media
- Tour of Sustainable Homes Tour posters - logo
- Tour of Sustainable Homes Press Releases - Your company's name featured in all media releases
- Passes - Home Tour (10) and two Seminars (5 each)
- Industry Party - display and distribute materials; invitation to speak to the audience
- Industry Party Invitation - Your company's logo featured

Education \$1,000 (one sponsor per home or per seminar)

- Conservation Magazine's Tour of Sustainable Homes - logo on back cover, exclusive logo placed next to sponsored home or seminar page, quarter-page ad
- Exclusive right to table at the home you are sponsoring
- CRC E-Newsletter - name in September newsletter
- Home or Seminar – display promotional materials, pro-actively pitch the audience
- Passes - Home Tour (5) and two Seminars (3 each)

Community \$500

- Conservation Magazine's Tour of Sustainable Homes Edition - logo on back cover, quarter-page ad
- Passes - Home Tour (3) and two Seminars (2 each)
- CRC E-newsletter—name in September newsletter



Conservation Magazine

An annual publication of the Center for ReSource Conservation

Ad Dimensions & Rates

Sizes & Rates Width Height Price
(in) (in)

Outside Back Cover	8.625	8.0	\$1,100
Inside Covers	8.625	11.25	\$1,100
Full Page (trimmed)	8.0	10.5	\$900
Full Page (bleed)	8.625	11.25	\$900
Half Page Horizontal	7.125	4.625	\$600
Third Page	2.25	9.6	\$450
Quarter Page	3.4	4.625	\$350

Dealines

ANNUAL ISSUE Available September 2011 (Distribution: 2,000)

Reserve your space by August 1st, 2011

Deadline for Ad Submission is August 26, 2011

Payment

An invoice will be sent upon receiving your ad space.
Payment is due by October 1, 2011.

For more information contact:

Alison Layman

CRC Office & Communications Manager

303.999.3820 x218

alayman.conservationcenter.org

Need your Ad Designed?

Contact Alison Layman for more information

Ad Submission Guidelines

Name your file with the name of your business/organization.

Define your art files as CMYK or grayscale.

All files must be grayscale or CMYK. All other files will be converted with publisher accepting no responsibility for any color issues.

Ensure your ad is correctly sized.

Incorrect sized ads will be modified to conform to publishers size (from table to left) or returned for re-submission.

High-resolution (300 dpi) file type is required.

Save PDF files as CYMK color at 300 dpi. Embed ALL fonts (screen and printer versions) and images. We are not responsible for ads sent to us in a format other than high resolution PDF. Many design software programs offers PDF as a "save-as" or "print-as" options. CRC recommends Adobe InDesign CS3 as the design software of choice. We will NOT accept CorelDraw files or ads submitted in Microsoft Word.

Deliver files by email or mail.

If PDF is under 15 MB, email to:
alayman.conservationcenter.org

If PDF file exceeds 15 MB, mail or zip file or CD to:

Alison Layman

CRC Office & Communications Manager

2639 Spruce St, Boulder 80302

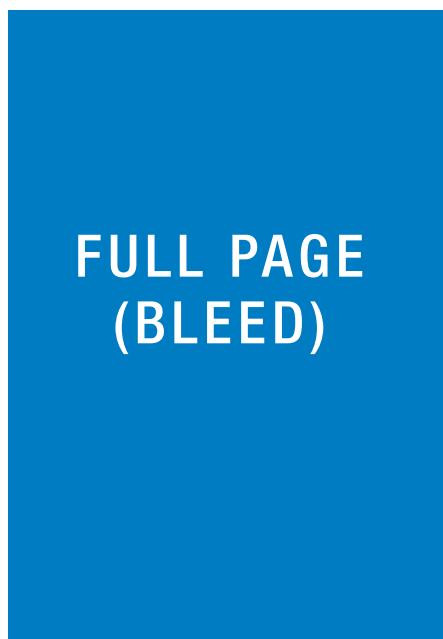


Conservation Magazine



An annual publication of the Center for ReSource Conservation

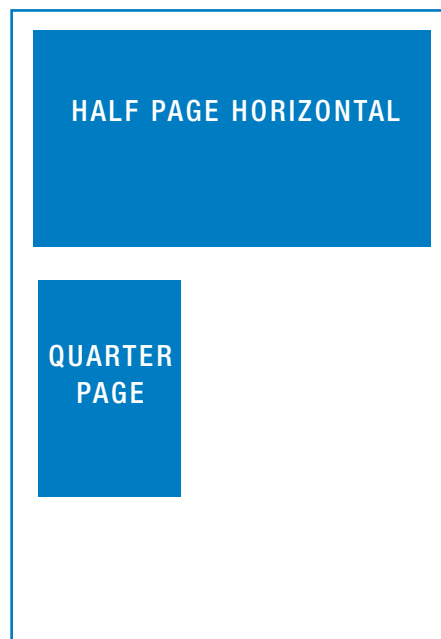
Ad Layout Options



FULL PAGE
(BLEED)



FULL PAGE
(TRIMMED)



HALF PAGE HORIZONTAL

QUARTER
PAGE

Conservation Magazine Coupons



\$100 per coupon - \$25 with purchase of
Conservation Magazine Ad of any size
Coupon size - 3.5x2.25



****All ads one-half page and larger will include a FREE QR code linking to the webpage of your choice.**