



If it's green, we've got it!

Fields of Green

Advertising Kit

Reach green buyers 24/7

fieldsofgreendirectory.com



If it's green, we've got it!

How it all started...

Once upon a time, an avid follower of the green living movement, Pam Kirk, began to search for local green resources that might help her in her quest for sustainable living. She sat down at her computer and searched the Internet high and low. Her search took her to businesses located further and further away from her local ZIP code and even across the country and across the ocean! The information was sketchy and difficult to find at times. Realizing that she could not be the only person struggling to gain knowledge about green living, she decided that in an effort to help other people like herself, she could pool these resources and create a green directory/information site where adults and kids alike could learn, search and find all of the green information, products and services they were looking for. She would even include educational videos and articles so everyday people could learn how to make a difference! And so, Fields of Green was born. Now businesses from all green “fields” of life can showcase their products and services on the Fields of Green Directory and reach consumers who share their same values and concerns for the environment.

Why advertise with Fields of Green Directory?

- Tap into the 77% of consumers who consider themselves “Green”—this segment of consumers is one of the fastest growing markets nationwide.
- Recent studies show that green consumers aren't spending less; they're just more selective in their purchases. Advertising on Fields of Green Directory will expose your business to these hungry consumers.
- Aligning your business with other eco-friendly businesses will help increase the odds that consumers searching for green products or services will find YOU!
- Consumer education is one of the most valuable marketing strategies around. Fields of Green provides a variety of educational resources to consumers while providing you with multiple platforms to showcase your company's products or services.
- It's **AFFORDABLE!!** Sign up now and take advantage of our introductory offer - get your directory listing for — **1/2 price for the first six months!** We bet you won't want to leave us!



If it's green, we've got it!

And now for the good stuff! A sneak peek at who's looking:

Want to attract smart, tech-savvy decision makers? No worries, Fields of Green has you covered! Our consumers are affluent consumers who are engaged in the green agenda.

Take a look at our consumers:

- **Smart**—green consumers represent a highly educated market, with a large percent having a college education or higher.
- **Internet savvy**—studies and surveys on green consumers report that most cite the Internet as their main source of green information.
- **Sassy**—women are the main consumers of all things green, so if you want to target the (real) decision makers, look no further!
- **Down with the cause**—the Fields of Green Directory users are into all things green and are keen on living an engaged, active green life.

“In our efforts to bring about change, we should all remember that we cast no vote as powerful as the way we spend our money.”

—Jennifer Kennard, Phoenix, AZ



If it's green, we've got it!

Learn More & Sign Up!

Find what fits!

At Fields of Green, we understand that there's no 'one size fits all' category for advertising. We have created opportunities for you to get your message across multiple platforms (read ad sizes/placement). **Here are our available options/positions:**

GREEN DIRECTORY LISTINGS

Listing your business in our Green Directory is the first step to a great marketing plan. Our staff has designed four directory packages for you to choose from. Price includes a 6 month listing which makes our packages very affordable! [See our 1/2-off introductory pricing below.*](#)

Directory listing: MINT GREEN \$66 (for 6 months / just \$11 per mo.)*

- Company name
- Company contact info
- Web site/e-mail link
- 1 category listing
- Description line up to 300 characters

Directory listing: LIME GREEN \$75 (for 6 months / just \$12.50 per mo.)*

- All of Mint Green
- 2 category listings
- 1 photo (205 pixels x 205 pixels)
- Logo (135 pixels x 135 pixels)*
- Description line up to 450 characters

Directory listing: GRASS GREEN \$90 (for 6 months / just \$15 per mo.)*

- All of Lime Green
- video*
- 2 photos
- Description line up to 600 characters

Directory listing: FOREST GREEN \$100 (for 6 months / just \$16.66 per mo.)*

- All of Grass Green
- 3 category listings
- 1 new member mention in e-newsletter (with direct link to directory listing)
- Description line up to 750 characters

** Introductory 1/2-off prices are being offered for a limited time only.*

***You must first post your video to YouTube before we can place it on your Fields of Green directory listing. You will be given instructions upon purchasing your package. All photos and logos submitted that are not properly formatted will be resized by F.O.G. to meet pixel size requirements.*



If it's green, we've got it!

SIGN UP NOW!

AD PRICES AND LOCATIONS



NEWSLETTER:

Large skyscraper	\$14	(160 x 600 pixels)
Medium skyscraper	\$10	(120 x 240 pixels)
Square Button	\$8	(125 x 125 pixels)
Small skyscraper	\$6	(120 x 90 pixels)

Featured article with link to your website - \$15

HOME PAGE:

Large skyscraper	\$28	(160 x 600 pixels)
Medium skyscraper	\$24	(120 x 240 pixels)
Small skyscraper	\$20	(120 x 90 pixels)
Footer Banner	\$16	(728 x 90 pixels)

DIRECTORY PAGE:

Large skyscraper	\$16	(160 x 600 pixels)
Medium skyscraper	\$12	(120 x 240 pixels)
Small skyscraper	\$8	(120 x 90 pixels)
Header Banner	\$18	(728 x 90 pixels)
Footer Banner	\$10	(728 x 90 pixels)

RESOURCES PAGE:

Large skyscraper	\$16	(160 x 600 pixels)
Medium skyscraper	\$12	(120 x 240 pixels)
Small skyscraper	\$8	(120 x 90 pixels)
Footer Banner	\$10	(728 x 90 pixels)

CALENDAR PAGE:

Large skyscraper	\$14	(160 x 600 pixels)
Medium skyscraper	\$10	(120 x 240 pixels)
Small skyscraper	\$6	(120 x 90 pixels)
Header Banner	\$16	(728 x 90 pixels)
Footer Banner	\$8	(728 x 90 pixels)

ARTICLE/VIDEO ARCHIVES:

Large skyscraper	\$14	(160 x 600 pixels)
Medium skyscraper	\$10	(120 x 240 pixels)
Small skyscraper	\$6	(120 x 90 pixels)

FEATURED VIDEO PAGE:

Large skyscraper	\$14	(160 x 600 pixels)
Medium skyscraper	\$12	(120 x 240 pixels)
Small skyscraper	\$8	(120 x 90 pixels)
Footer Banner	\$10	(728 x 90 pixels)

Please provide properly sized graphics (in pixel dimensions provided) in a gif file format. If you do not have artwork, the Fields of Green graphics department can design or re-size ads for a rate of \$95/hr.

CONTACT US FOR ASSISTANCE >