



# Advertising Opportunities

## 2016 Media Guide

### About NAEM

The National Association for Environmental Management (NAEM) empowers corporate leaders to advance environmental stewardship, create safe and healthy workplaces, and promote global sustainability. As the largest professional community for EHS and sustainability decision-makers, we provide peer-led educational conferences and an active network for sharing solutions to today's corporate EHS and sustainability management challenges.

Visit NAEM online at [www.naem.org](http://www.naem.org).

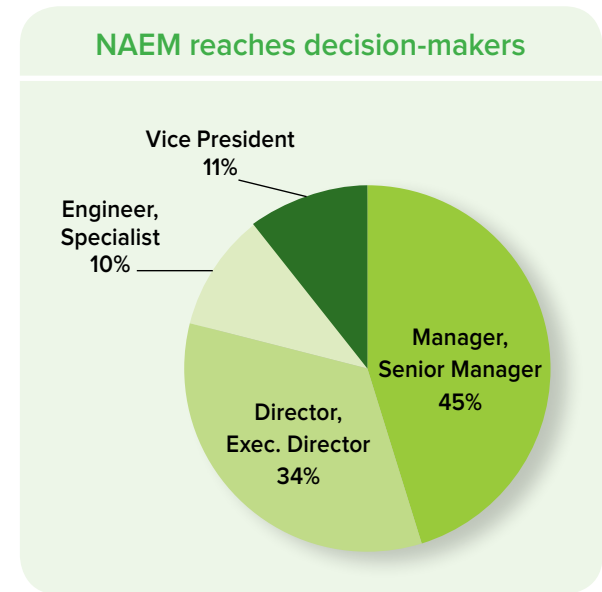
# Reach an Engaged Audience of Decision-makers

Advertising with NAEM gives you the opportunity to gain visibility among our highly engaged audience of corporate EHS and sustainability leaders. NAEM's publications adhere to the same editorial standards as our conferences and benchmarking research, making them an ideal vehicle for you to build your brand and grow your audience.

## Our Audience

Our members are responsible for leading EHS and sustainability programs. They hold titles such as:

- Manager Corporate Environmental Compliance
  - Sustainability and Environmental manager
  - Global EHS Director
  - Director of Global Environmental Affairs, Health and Safety
  - Senior Manager, Safety & Social Responsibility
  - Environmental, Health and Safety Manager
  - Vice President Environmental & Regulatory Affairs
  - EHS Manager, Sustainability
  - Vice President EHS & Corporate Supplier Social Responsibility
  - Corporate Responsibility Manager
  - Vice President, EHS and Operations Sustainability
  - Head, Corporate Responsibility & Sustainability
  - Sr. Director, Global Environmental Affairs
  - Director of Environmental Compliance & Sustainability
  - Global Sustainability Manager
  - Assoc. Vice President Env, Health, Safety, and Sustainability
- Director, Environmental and Energy Stewardship
  - Sustainability & Product Stewardship Data Manager
  - Sr. Director EHS & Sustainability
  - Vice President Environmental Stewardship
  - Director, Global Product Stewardship & Sustainability
  - Energy Programs Manager
  - Director, Corporate Sustainability
  - Vice President, Health Safety and Environment
  - EHS Engineer



The screenshot shows the NAEM Network News website layout for December 2013. At the top left is the logo for Network News with the tagline "NEWS & PERSPECTIVES FROM THE NAEM COMMUNITY". The main content is organized into several sections:

- Feature Story:** "Five Strategies for Advancing EHS Compliance Excellence" dated Dec. 4, 2013. It discusses common strategies for compliance excellence.
- Member Spotlight:** Features Mike McGuire, Manager of Global Environmental Strategy at Deere & Co., who is retiring after 38 years.
- Welcome New Members:** Lists new corporate members: Ingersoll-Rand Inc. and United Technology Corp.
- Ask the Board:** A Q&A with a member about skills used in teaching high school science.
- New on the Green Tie blog:** "New Standards to Bring Clarity to Sustainable Purchasing" discussing ESG performance and supply chain risk.
- Other Recent Posts:** Links to "Going More with Less" and "Phonated Resources Ensure Consistency in 3M Co.'s Life Cycle Assessments".
- On the Move:** Announces Sarah Medearis as a new Partner with ERM and Mike McGuire's retirement.
- Latest News:** "NAEM Announces Date of Annual Member Meeting" for January 23, 2014, and "NAEM Launches Online Directory of EHS and Sustainability Service Providers".
- Upcoming Events:** "Corporate Energy Efficiency Trends & Case Studies" on Dec 5, 2013, and "Strategies to Keep Your Auditing Program Fresh and Effective" on Dec 10, 2013.

Launched in June 2013, the NAEM Network News reaches NAEM members and non-member subscribers. Each issue contains: an original feature story, the monthly “Ask the Board” feature, a “Member Spotlight”, recent content from the Green Tie blog and a roundup of latest association news.

## Recent Feature Stories

**Setting the Sights on Forward-Looking Metrics:** A look at how companies are using leading indicators and strategic indicators to drive EHS program excellence.

**Here Comes the Ampersand:** An overview of how the emergence of sustainability has transformed EHS management.

**Strategic Leadership is a Daily Balancing Act:** Advice from NAEM members on how to navigate today’s issues without losing sight of the bigger picture.

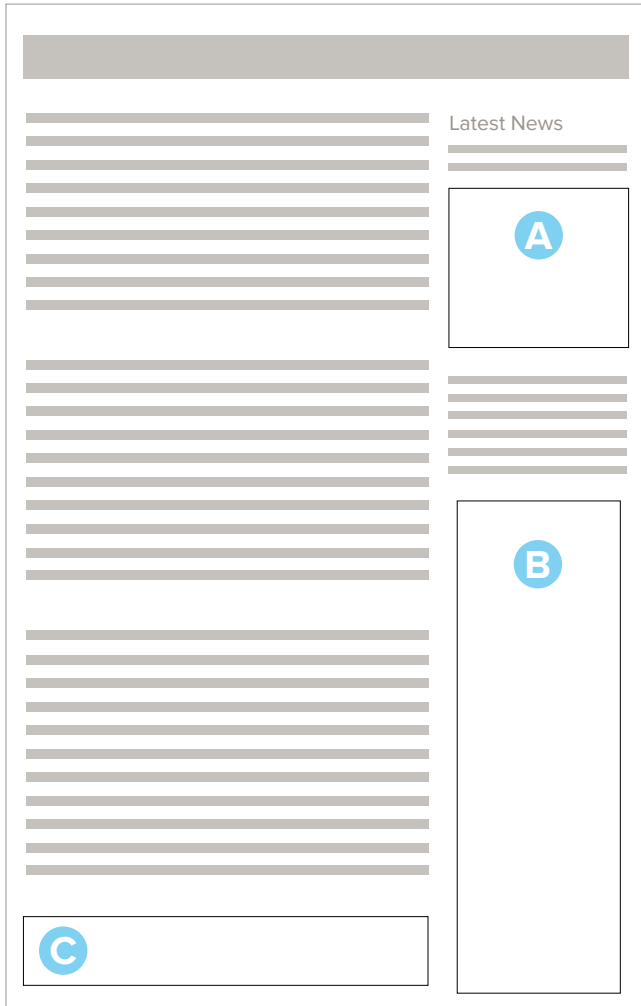
**Succession Planning Creates Resilient Organizations:** An exploration of the approaches leadership companies are taking to prepare for the future.

**Enrollment Rate:** 16%-18% subscriber increase per year since 2013

**Open Rate:** 26% (industry average: 22%)

**Click-through Rate:** 27% (industry average: 10%)

# Network News Rates & Specifications



## Specifications

### A Rectangle

w: 180 pixels  
h: 150 pixels

### B Skyscraper

w: 160 pixels  
h: 600 pixels

### C Banner

w: 468 pixels  
h: 60 pixels

## Rates

	1 month	3 months	6 months
A Rectangle	\$400	\$1,150	\$2,250
B Skyscraper	\$500	\$1,400	\$2,800
C Banner	\$375	\$1,075	\$2,100

\* NAEM Affiliates Council Members will receive a 15% Discount

\*\* Prices valid as of June 2015

## Materials and Deadlines

GIF, Animated GIF, JPEG, or Flash image formats accepted.  
Max file size: 60k.

Materials must be submitted at least seven business days prior to the scheduled run date. Please email your creative, in accordance with the specifications for the purchased position, to Elizabeth Ryan at [elizabeth@naem.org](mailto:elizabeth@naem.org).

Phone: (202) 986-6616 x 109

# The Green Tie Blog



NAEM's blog is a public forum where EHS & Sustainability leaders share best practices and solutions to today's corporate environmental management challenges. We publish fresh content weekly, including Q&A's, opinion pieces, video interviews and articles. Selected content is also distributed through NAEM's partnership with 3BL Media. [www.thegreentie.org](http://www.thegreentie.org)

## A Community of Experts

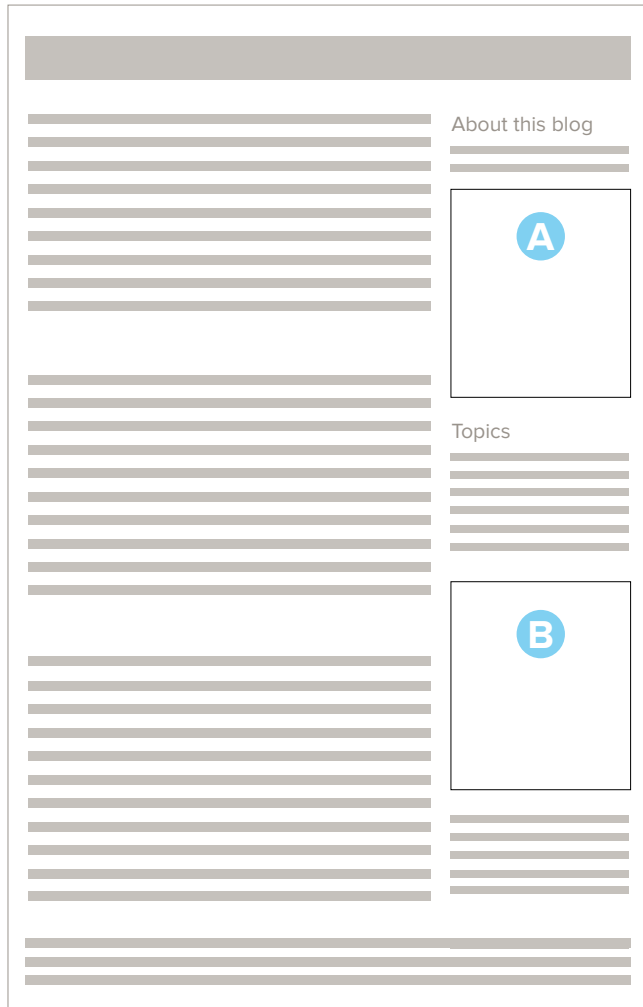
Recent Contributors to the Green Tie blog have included representatives from:

- Danaher Corp.
- DuPont Co.
- US Foods
- 3M Co.
- Ingersoll-Rand Inc.
- IHS Inc.
- Exelis Inc.
- The Sustainability Learning Centre
- The Toro Co.
- AMCOL International Corp.
- Corning Inc.
- Global Reporting Initiative
- Bentall Kennedy LP
- Global Initiative for Sustainability Ratings
- Dell Inc.
- The Network for Business Sustainability
- Dean Foods Co.
- American Electric Power Co. Inc.
- Johnson & Johnson

**Average Traffic:** 2,500+ unique page views a month

**Growth Rate:** 18% average growth rate month over month

# The Green Tie Blog Rates & Specifications



## Specifications

### A Top Rectangle

w: 300 pixels  
h: 250 pixels

### B Secondary Rectangle

w: 300 pixels  
h: 250 pixels

## Rates

	1 month	3 months	6 months
A Top Rectangle	\$350	\$1,000	\$1,950
B Secondary Rectangle	\$300	\$850	\$1,650

\* NAEM Affiliates Council Members will receive a 15% Discount

\*\* Prices valid as of February 2014

## Materials and Deadlines

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Max file size: 60k.

Materials must be submitted at least seven business days prior to the scheduled run date. Please email your creative, in accordance with the specifications for the purchased position, to Elizabeth Ryan at [elizabeth@naem.org](mailto:elizabeth@naem.org).

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