

EPA CLIMATE PARTNERSHIP PROGRAMS

2009 Outreach Opportunities



Climate Leaders

Climate Leaders Partner Companies receive high-level recognition via:

- Press events
- Page on CL web site
- Articles in local, national, and trade magazines
- Partner conferences and speaking opportunities
- Custom quotes, interviews, podcasts
- Public Service Announcements (PSAs):
2007-8 campaign audience
>10 million in *Forbes*, *Kiplingers*,
Audobon, *Fast Company*



www.epa.gov/climateleaders/communications

Recognition Opportunities for GPP Partners

- Nationally Recognized Top Partner Lists:
 - National Top 50 List
 - Fortune 500 List
 - Top 20 Colleges & Universities List
- More than 18 EPA HQ and Regional press releases issued in 2008
- Generating major media coverage in publications such as MarketWatch, Yahoo! Finance, CNN Money, Chronicle of Higher Education, MSN Money, Major daily newspapers.
- Partner announcement support – press release templates, EPA quotes, equivalency statements, Partner mark, stakeholder friendly messaging etc.
- Annual Green Power Leadership Awards
- Industry Sector Challenges: Fortune 500, C&U, Law Office



The Economist

THE 2009
**Environmental Protection Agency
Special Advertising Feature**

An exclusive opportunity for Climate Leaders and Green Power Partners

A MAGAZINE RELEVANT FOR TODAY The Economist is the only publication in the world that every week, analyzes the most important happenings around the globe and interprets their impact on the future. Given the nature of The Economist's editorial and the recent shifts in the world at large, it is little wonder that our magazine is increasingly relevant for American readers and is surging in circulation. The Economist has more than doubled in circulation since 2000, growing from 333,219 to 747,254.¹

Economist readers spend more time and money to gain a deeper understanding of the world, and the events that shape it. Our core audience of influentials use The Economist to help them understand and react to world events. Our readers pay double, even triple, the subscription rate of our competitors². They spend twice as much time reading The Economist, which translates into an opportunity for EPA partners to capture an engaged and passionate audience.⁴

Our editorial attracts an audience with a passion for global issues – including the environment:

- 77% of readers **recycled** products in the last 12 months
- 69% of readers are **willing to pay more** for a product that is environmentally safe
- 64% of readers are willing to **give up convenience** in return for a product that is environmentally friendly
- More than half of readers regularly **eat organic food** – in fact, The Economist indexes **#1 out of all 241 publications** measured in MRI for eating organic
- Readers are 28% more likely than the average individual to buy vehicles that **reflect their commitment to support the environment**
- Readers are 4 times more likely than average consumers to have participated in environmental groups/causes in the last 12 months (Index: 362)



1. ABC December 2008-Jan 2009, 2008-2009; 2. ABC December 2008-Jan 2009; 3. EPA GreenSource Subscriber Study, 2007; 4. MRI Spring 2008



Special Advertising Feature: Program Details

The Economist and the EPA have created an integrated marketing opportunity for EPA partners to reach our global audience of policymakers, government influentials and C-level executives. The program will center around an in-book advertorial section to be published in an issue of the EIR's choice. Suggested 2008 issues include:

- February 28 issue, with a Special Report on "The Environment"

PROGRAM ELEMENTS:

- Featured Creative:** ¼ page space for your creative in the in-book advertorial section
- Online Integration:** Your logo on the PDF of the advertorial to be available for download on Economist.com
- Rights to Advertorial:** 500 reprints of the advertorial, featuring only your brand's creative, available for your distribution as desired
- Direct Mail Promotion:** Opportunity to mail Economist green subscribers with a direct mail piece promoting the advertorial section

SPONSOR BENEFITS:

- Opportunity to promote your relationship with the EPA to The Economist's global audience of powerful influentials and business decision makers
- Association with custom, thought-leading editorial
- Direct access to an elite list of "green" Economist subscribers
- Opportunity to customize package and/or integrate into The Economist's Corporate Sustainability Program

Open rate packages starting at \$70,000 net. Custom and corporate pricing and packaging based on availability.

PROGRAM TIMELINE:

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> October 13
Initial conversations
NY: Suzanne Hopkins
suzannehopkins@economist.com
CH: Tony Antolini
tonyantolini@economist.com | <ul style="list-style-type: none"> December 5
Final Space commitments | <ul style="list-style-type: none"> January 14
Final Approvals |
| <ul style="list-style-type: none"> December 16
Final copy due
Brendan Yetter
brendanyetter@economist.com | | |

*Close net include program administration and transportation fees. The Economist's Corporate Sustainability Program

Contact: Suzanne Hopkins (suzannehopkins@economist.com)

Forbes
SPECIAL SECTIONS 2008



Issue Date: July 13, 2009
Closing Date: April 27, 2009
Ad Materials Due: May 18, 2009

Meeting the Rising Challenge

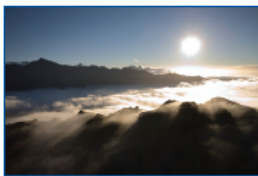
EPA Climate Leaders and Green Power Partners

Champion your partnership with the U.S. Environmental Protection Agency and tell 5.4 million Forbes readers how your organization is reducing its carbon footprint and working to protect the climate.

Forbes is proud to partner with the EPA for the fourth consecutive year to highlight two key leadership programs, EPA Climate Leaders and EPA Green Power Partners, in a special advertising section that will appear in the July 13, 2009 issue.

This special report will:

- Convey the benefits of long-term corporate climate change strategies and green power initiatives to key constituents and decision makers who read Forbes
- Highlight the growing number of companies that are successfully reducing the impact of their operations on the environment
- Promote innovative environmental solutions
- Educate the Forbes audience about the importance of green power purchasing and supporting green power resources for economic development and energy independence



Take advantage of this opportunity to inform the highly influential Forbes audience of your company's commitment to sustainability and the positive steps it is taking toward reducing its carbon footprint.

Forbes leadership source: MHI Fall 2008

PROGRAM BENEFITS

- 1 Customized Sidebar: Full page advertisers will receive coverage within the section via a one third-page text sidebar so you can highlight your company's environmental achievements and leadership.
- 2 Forbescustom.com: Section text will appear online for six months with links to sponsor Web sites.
- 3 EPA Web Site Posting: A PDF of the section text will be posted on the EPA's Web site to extend the section's impact.
- 4 Web Address Directory Listing: Sponsors can be listed in the section's Web Address Directory to encourage readers to seek more information.
- 5 Audio Interviews: Advertisers will have the opportunity to have an executive take part in a two- to three-minute audio interview with the section writer. The interview will be posted on forbescustom.com.

Forbes • SPECIAL SECTIONS • 2008

Issue Date: July 13, 2009 • Closing Date: April 27, 2009 • Ad Materials Due: May 18, 2009

Forbes Readers Are the Influencers You Need to Reach

- 1,107,000 are top managers
- 215,000 are C-suite* executives
- 1,929,000 make business purchase decisions
- 1,281,000 make technology purchase decisions
- 638,000 make financial purchase decisions

Source: MHI Fall 2008

* C-suite includes CEO job titles as well as President, VP, Treasurer, Member of Board, General Manager and Owner/Partner

Forbes Special Sections Score Well on Reader Recall

According to Beta Research's Subscriber Advertising Measurement, which records how well advertising is read and remembered, Special Advertising Sections consistently score among the highest advertising categories, with an average recall score (60%) that's above the average (58%) for total advertising. Clearly, sections provide a high-profile environment that can increase visibility for your message.

Source: Subscriber Advertising Measurement (S.A.M.) Studies, Jan. 2001-Dec. 2007. Average total recall based on a total of 2,875 runs of book ads (non-promotion positions) and 155 Special Advertising Sections measured in Forbes S.A.M. studies (Forbes and Forbese). In the seven-year period from 2001 through 2007.

ABOUT THE EPA CLIMATE LEADERS PROGRAM

Climate Leaders is an EPA industry-government partnership that works with companies to develop comprehensive climate change strategies. Partner companies commit to reducing their impact on the global environment by completing a corporate-wide inventory of their greenhouse gas emissions, implementing a management plan for data consistency, setting long-term reduction goals and annually reporting their progress to the EPA. Through program participation, companies create a credible record of their accomplishments and receive EPA recognition as corporate environmental leaders.

ABOUT THE EPA GREEN POWER PARTNERSHIP

EPA's Green Power Partnership is a voluntary program helping to increase the use of green power among leading U.S. organizations. Organizations are encouraged to purchase green power as a way to reduce the environmental impacts associated with conventional electricity use. Partners are purchasing billions of kilowatt hours (KWh) of green power annually, which has the equivalent impact of removing the emissions of hundreds of thousands of passenger cars from the road each year.

For more information and ad rates, please contact:

Bob Grossman
Sections Consultant
Forbes Magazine
972-248-6995
972-248-6994 fax
bob@bgrossman.com

Selden Blommer
Executive Director of
Custom Solutions
Forbes Magazine
212-620-2216
212-620-2472 fax
sblommer@forbes.com

Please fax insertion orders to the Forbes Business Office at 212-620-2472.

Send a copy of the insertion order and digital ad materials to:

Sara Stragusa
Advertising Production Department
Forbes Magazine
60 Fifth Avenue
New York, NY 10011
212-620-2218
sstragusa@forbes.com

Or your Forbes sales representative.

For digital ad specifications, visit www.forbesmedia.com.

Contacts: Bob Grossman (bob@bgrossman.com)
Wesley Nam (wnam@forbes.com)

EPA Special Section

National Geographic Magazine, September 2009



The Opportunity: September 2009 Special Section

Working with the EPA Climate Leaders and Green Power Partnership, National Geographic will create a turnkey section in the September 2009 issue. The section will coincide with editorial features on the environment, solar power, and other relevant articles sure to make this a must-read issue for those interested in the topic.

Program Details:

- Appearing in Executive Edition (targeting Professional/Managerial subscribers) of National Geographic. Ratebase 1,400,000, Total Audience 9,380,000
- Commitment Date: June 15, 2009
- Materials Close: July 1, 2009
- Newsstand On-Sale Date: August 25, 2009
- Format: Cover featuring Climate Leaders and Green Power Partnership logos, ad pages facing advertorial pages (50%/50%), content will focus on what businesses are doing today to help the climate tomorrow (sponsors' initiatives will be cited throughout as specific case studies and leadership platforms)
- Investment: Opportunities range from logo placement to 1/4-page opportunities, and premier ad-page sponsorships

Promotion:

- Carrier card directing subscribers to the in-book special section—creating added visibility and impact
- Issue and/or section reprint mailing to your key constituencies, could be accompanied by joint letter from our publisher and your CEO
- Special event and signature opportunities as well

In its first century, National Geographic was the eye of the planet.



In this new century, we will be its voice.

What Can National Geographic Magazine Offer EPA Climate Leaders and Green Power Partnership Companies?

- Alignment with one of the world's most recognized and widely respected brands in the environmental arena
- An opportunity to demonstrate your corporate commitment to environmental leadership and enhance your brand equity among thought-leaders and influencers
- An ideal platform to encourage goodwill and purchase consideration among consumers
- The opportunity to inspire others—from CEOs to Congress—to take action to ensure the future of the planet for generations to come



Leading by Example

National Geographic Society, an EPA Climate Leader, Green Power Partnership, and ENERGY STAR partner, seeks to be a leader for global conservation and environmental sustainability:

- Society's headquarters in Washington, D.C. became the first green-certified building (2003)
- Converted to 100% wind-generated energy (2006)
- Earns ENERGY STAR label placing its buildings in the top 25% of the most energy-efficient buildings in the country (2007)
- In addition, NGS has improved lighting efficiency, implemented recycling programs, upgraded heating and cooling infrastructures, implemented advanced air-handling systems, installed energy-efficient water systems, and enhanced energy-management controls
- The annual impact of the Society's conservation initiatives amounts to 2.5 million fewer kilowatt-hours, 4.7 million fewer gallons of water, and 1.3 million pounds of recycled material

National Geographic magazine reflects the Society's passion and commitment with its credibility, authoritative voice, and continuing coverage of environmental issues:

- Photos in "Hawaii's Outer Kingdom" played a pivotal role in President George W. Bush's decision to create the world's largest protected marine area in the Hawaiian Islands
- "Global Warming: Bulletin from a Warmer World"—part of a continuing series on energy—prompted U.S. Senators John McCain and Joseph Lieberman, sponsors of the Climate Stewardship Act, to request additional issues for distribution on Capitol Hill
- "The Big Thaw" article in June was the second best-read article of 2007 (per AHFNY Research's measurement of more than 1,300 articles in 100+ magazines), demonstrating intense reader interest in the environment
- Other impactful articles have included: "Super Storms: No End in Sight", "Fall of the Wild: Alaska's North Slope", "The Coal Paradox", "Melt Down: The Alps Under Pressure", "Future Power: Where Will the World Get Its Next Energy Fix?", "Case of the Missing Carbon"

The Audience You Want to Reach

While our influence may extend from the board room to the family room, compared with all other magazines, National Geographic ranks #1 in:

- Influentials, super-influentials, and adults who participated in environmental group issues
- Opinion leaders who influence alternative energy/fuels issues
- Influencers of higher emissions and pollution standards issues
- Those who influence national energy policy issues
- Those who influence global warming issues
- Those who influence clean technology issues
- Those who influence eco-friendly construction/green building issues
- Those who influence environmental issues

Source: 2008 AHFNY, 2008-2009 U.S. and Global Consumer Habits Study



Your World's Most Important Magazine

National Geographic magazine is a global leader connecting people to a world larger than the one in which they live, providing context and clarity for issues that affect us all. Each issue inspires readers with the world's best photography and original journalism—creating a deep, emotional connection that moves readers to care and empowers them to take action to make a difference in their lives, in the lives of those they influence, and in the world.

For more information, please contact your National Geographic account manager or:
Claudia Mulvey, V.P., U.S. Publisher, 202.41.05513
Michele Murphy, Marketing Director, 202.41.05508

Contacts: Michele Murphy (mimurphy@ngs.org)

environmental LEADER

CLIMATE LEADERS
U.S. Environmental Protection Agency

2009 SPECIAL AD PROGRAM

Climate Leaders has partnered with Environmental Leader, the top source of daily environmental and sustainability business news for corporate executives, to showcase Climate Leaders Partners and their achievements in prominent, co-branded advertisements.



Program available for all major ad sizes on EL's Website and in its daily newsletter.

PLAXICO INC. *NO CARBON FOR BUSINESS*

pledges to reduce GHG emissions by 20 percent from 2001 to 2010.

CLIMATE LEADERS

Special Advertising Rate: \$4,000 for one-month program; \$2,000/month for year-long program

Contact our Rep for a tailored proposal.

Tig Tillinghast: 802-785-4260
advertise@environmentalleader.com

Sustainability and energy efficiency is paying off for companies in numerous ways including energy savings, improved reputation with customers and investors, employee engagement, and brand loyalty.

Environmental Leader is the Website today's business executives visit to keep their fingers on the pulse of the sustainability movement.

Climate Leaders/Environmental Leader Advertising Partnership provides:

Co-branded advertising opportunity with the EPA program that has inspired private corporations to set new standards in the quest for environmental leadership.

Year-round advertising opportunities in Environmental Leader's Website and daily newsletter.

Advertising includes direct hyperlink to your site.

Respected, content-relevant advertising environment.

Special rate, just for Climate Leaders; \$4,000 for one-month program; \$2,000/month for year-long program

www.environmentalleader.com

Environmental Leader provides corporate decision-makers with a daily newsletter and daily updated Website to help them make their business more energy efficient and sustainable, market effectively to customers that seek "green" products and services, and have a head start on environmental and climate-related policies and regulations that could affect their brands and bottom line.

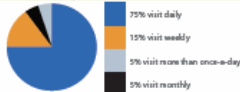
CIRCULATION

12,000+ NEWSLETTER SUBSCRIBERS
100,000+ UNIQUE VISITORS/MONTH
250,000+ PAGEVIEWS/MONTH

READERSHIP

1 Compulsive Readers

How often do you read Environmental Leader?



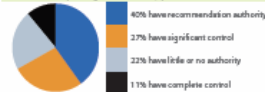
2 From Top Companies

What is your company's annual revenue?



3 Who Influence Spending

Control over spending on sustainability products/services.



4 As Well As Company Direction

What is your job title/role?



Contacts: Paul Nastu (paul@environmentalleader.com)

Tig Tillinghast (advertise@environmentalleader.com)

ClimateBiz.com

ClimateBiz is a resource center on climate management strategies for businesses seeking to reduce their "carbon footprint" while saving money and increasing productivity; it was created in partnership with Business for Social Responsibility. Under the direction of industry icon Joel Makower, ClimateBiz regularly covers issues and topics related to emissions reduction, emissions trading, renewable energy, carbon offsets and measurement & verification. ClimateBiz also profiles developments by sector; publishes case studies and features breaking news developments.



Advertise on ClimateBiz.com

Contact

Alan Robinson
VP Sales & Business Development
Office: (650) 209-5446 or
(510) 550 8285, Ext 202
Mobile: (650) 823-2131
Email:
alan@greenerworldmedia.com



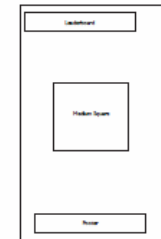
Online Advertising Offer to EPA Climate Leaders with 25% Discount Off Normal Price*

Unit**	Climate Leaders Discounted Rate
Leaderboard (728x90)	\$75
Medium Square (300x250)	\$75
Footer (728x90)	\$30

Screenshot



Page Layout



*Participation in this program will include the following creative in your ad:

Proud Partner of EPA Climate Leaders Program



**Subject to inventory availability

Contact: Alan Robinson (alan@greenerworldmedia.com)