

livebetter^{eMagazine}

INFORMED DECISION-MAKING FOR HOLISTIC SUSTAINABILITY



2013 MEDIA KIT





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U.S. Marine photo by Pfc. Daniel Boone

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Conservation Advisor, Robert Glenn Ketchum
Sustainability Advisor, Alex Beehler
Forestry Advisor, John C. Gordon, Ph.D.
Engineering Advisor, Ed Link, Ph.D.
Scientific Advisor, Darlene Ketten, Ph.D.
Military Advisor, Vice Admiral (Ret.) Mike Loose
Energy Advisor, Mitzi Wertheim

Open Forum for Diverse Exchange

Sustainability is crucial in terms of mission readiness, world welfare, security and economics. In addition, it is a required, non-negotiable environmental mandate because all life depends on air to breathe, water to drink and food to eat. *Livebetter* provides a unique network and communications forum to bring stakeholders and experts together to share ideas, information and solutions. Ours is an inclusive environment; there are no outsiders. We engage Federal departments and agencies, non-profits, private industry, post-secondary schools and research organizations, cities, states, tribes and other change agents, such as photographers and conservationists.

World-Renowned Expert Advisors

Our advisors include UN Environmental Award winner and renowned conservation photographer, Robert Glenn Ketchum; former Principal Deputy to the Deputy Under Secretary of Defense (I&E), Alex Beehler; Yale's Pinchot Professor Emeritus of Forestry and Environmental Studies, John Gordon; Hurricane Katrina's IPET Director and University of Maryland Professor, Ed Link; Woods Hole Oceanographic Institution Senior Scientist and Harvard Professor, Darlene Ketten; Vice Admiral (Ret.) Mike Loose, former Deputy Chief of Naval Operations for Fleet Readiness & Logistics; and Cebrowski Institute Professor Mitzi Wertheim, Naval Postgraduate School.

**We are “One Earth, One Family.”
Live Better. Be Part of It.**



- Adm. Sam Locklear III, Commander, U.S. Pacific Command
- Adm. Gary Roughead, (Ret.), former Chief of U.S. Naval Operations
- Lynn Scarlett, Co-Director, Ctr. for Management of Ecological Wealth, Resources for the Future; former Dep. Sec. of the Interior
- Vice Adm. Mike Loose, (Ret.), former Dep. Chief of Naval Operations for Fleet Readiness & Logistics; current VP, Parsons
- Maj. Gen. Del Eulberg, (Ret.), former U.S. Air Force Civil Engineer; current VP, Booz, Allen and Hamilton
- Lt. Gen. Carl Strock, retired, former Commander-in-Chief, U.S. Army Corps of Engineers (USACE); current VP, Bechtel
- Dorothy Robyn, Ph.D. and Deputy Under Secretary of Defense, Installations & Environment
- Maj. Gen. E. Gray Payne, (Ret.), former ADC I&L (Fac.), HQ Marine Corps; Sr. VP, Marine Corps Programs Div., Columbia Group
- Vice Adm. Philip H. Cullom, Deputy Chief of Naval Operations for Fleet Readiness and Logistics
- Edwin Piñero, former Federal Environmental Executive, Exec. Office of the President of the U.S.; EVP and CSO, Veolia Water NA
- Rear Adm. David W. Titley, Oceanographer and Navigator of the Navy; Director, Maritime Domain Awareness and Space
- Steve Stockton, Director of Civil Works, U.S. Army Corps of Engineers (USACE)
- Lt. Gen. Robert Van Antwerp, (Ret.), former Chief of Engineers and Commanding General, U.S. Army Corps of Engineers (USACE)
- Maj. Gen. Timothy Byers, U.S. Air Force Civil Engineer
- Katherine Hammack, Asst. Secretary of the Army (Installations, Energy & Environment)
- Vice Adm. Adam M. Robinson, (Ret.), 36th Surgeon General of the U.S. Navy and former Chief, Bureau of Medicine and Surgery
- Maj. Gen. Don Riley, (Ret.), former Dep. Chief of Engineers and Dep. Commanding General, USACE and VP, Dawson & Assoc.
- Cynthia Rosenzweig, Ph.D., Radley Horton, Ph.D., I. Sam Higuchi & Christina Hudson, NASA Climate Adaption Science Investigator Work Group
- Darlene Ketten, Ph.D., Woods Hole Oceanographic Institution



Advisors and experts contribute 70 percent of *livebetter's* content under the direction of our seasoned editors. This combination guarantees meaningful, thought-provoking information that is fact-focused, timely and unique.

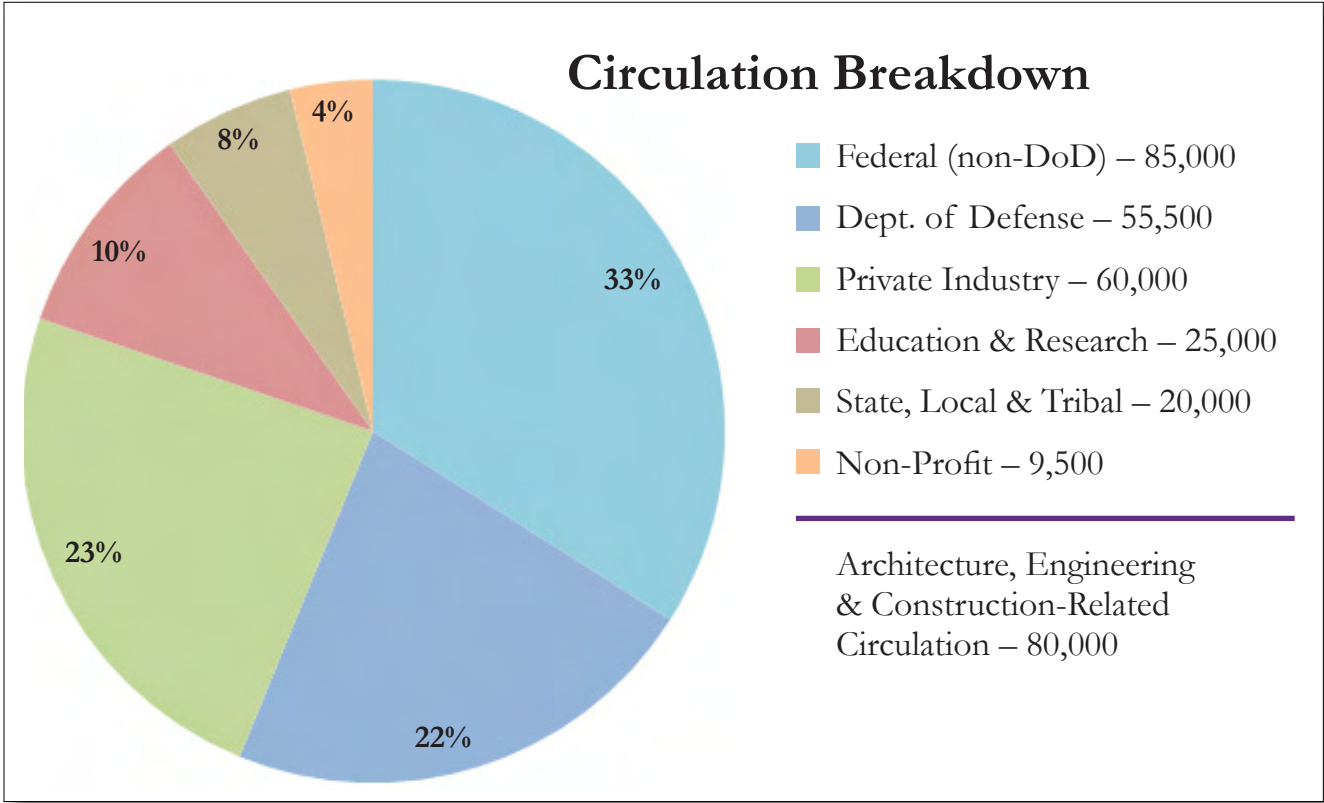
Military, Scientific & Political Leaders

Lt. General Strock provided a compelling first-hand account of the truth behind the Hurricane Katrina tragedy; Rear Admirals Cullom and Titley discussed the Navy's Task Force Energy and Task Force Climate Change; Deputy Under Secretary of Defense (I&E) Dr. Dorothy Robyn explained the Department of Defense's evolving energy revolution and Mike Scarano, USACE Deputy for Programs and Project Management discussed sustainable development in Afghanistan. In addition, our private industry engineering partners shared timely information on healthy architecture, powering with bio, the reconstruction of Haiti and sustainable return on investment. These are a few of *livebetter's* compelling lead stories, information-rich articles and professional perspectives.

250,000+ Controlled Circulation

Built one name at a time beginning in 2007, *livebetter's* 250,000+ eMagazine circulation consists of sustainable movers and shakers in every Federal department and agency, to include every member of Congress, Admirals and Generals, and high-level decision makers within the Office of the Secretary of Defense. In addition, *livebetter* reaches every governor, every mayor of a city with more than 250,000 population and CEOs of every Fortune 500 company. Because Federal contracting, teaming and purchasing are, arguably, the most impactful piece of the sustainable pie, these subscribers comprise slightly more than one-half our circulation. The remainder is divided between education and research, civil and environmental engineers, non-profits and other interested stakeholders.

In addition, every issue of *livebetter* can be read for free online at www.centerforabetterlife.com, reaching an additional 300,000+ readers in 142 countries/territories.



<div>January</div> <div>GREEN ENGINEERING & TECHNOLOGY</div> <div>Editorial Due: Nov 1, 2012 Ads Due: Dec 15, 2012</div>	<div>February</div> <div>EMERGING THREATS & CLIMATE CHANGE</div> <div>Editorial Due: Dec 1, 2012 Ads Due: Jan 15, 2013</div>	<div>March</div> <div>SUSTAINABLE BUSINESS PRACTICES</div> <div>Editorial Due: Jan 2, 2013 Ads Due: Feb 15, 2013</div>
<div>April</div> <div>INTERNATIONAL SERVICES</div> <div>Editorial Due: Feb 1, 2013 Ads Due: Mar 15, 2013</div>	<div>May</div> <div>ENVIRONMENT & CONSERVATION</div> <div>Editorial Due: Mar 1, 2013 Ads Due: Apr 15, 2013</div>	<div>June</div> <div>HEALTH & ECOLOGY</div> <div>Editorial Due: Apr 1, 2013 Ads Due: May 15, 2013</div>
<div>July</div> <div>GREEN BUILDING & SUSTAINABLE INFRASTRUCTURE</div> <div>Editorial Due: May 1, 2013 Ads Due: June 15, 2013</div>	<div>August</div> <div>WATER RESOURCES & ENVIRONMENTAL MANAGEMENT</div> <div>Editorial Due: June 1, 2013 Ads Due: July 15, 2013</div>	<div>September</div> <div>NATIONAL SECURITY & GLOBAL CHANGE</div> <div>Editorial Due: July 1, 2013 Ads Due: Aug 15, 2013</div>
<div>October</div> <div>HUMANITARIAN ASSISTANCE & DISASTER RELIEF</div> <div>Editorial Due: Aug 1, 2013 Ads Due: Sep 15, 2013</div>	<div>November</div> <div>EDUCATION, DIVERSITY & DEVELOPMENT</div> <div>Editorial Due: Sep 1, 2013 Ads Due: Oct 15, 2013</div>	<div>December</div> <div>NATURAL CAPITAL & NATURAL SECURITY</div> <div>Editorial Due: Oct 1, 2013 Ads Due: Nov 15, 2013</div>

Editorial Opportunities

- Guest Feature (2500 words, 3rd person)
- Guest Department (1800 words, 3rd person)
- Guest Column (1200 words, 1st person op-ed)

Writers' Guidelines • Terms & Conditions

Note: Once an article is accepted for publication, it becomes the property of *livebetter*, and the magazine maintains full and final editing rights and privileges.

Rates, Packages & Specs

Super-Saver 12-Month Ad Packages

Sponsor/\$3.33 CPM-I - \$20,000 Net Prepaid

(5% discount if paid w/i 30 days of invoice)

One **any-size ad** per each eMagazine emailed

+ one any-size ad x 12 articles per each online

magazine. **Premium positioning included.**

eMagazine & Online Magazine

Premium/\$4.07 CPM-I - \$12,000 Net Prepaid

(5% discount if paid w/i 30 days of invoice)

One **any-size ad** per eight consecutive

eMagazines emailed + one any-size ad x six

articles per each corresponding online magazine.

eMagazine & Online Magazine

Standard/\$10 CPM-I - \$8,000 Net Prepaid

One ad up to **Banner** size x six articles per

eight consecutive online magazine issues.

eMagazine & Online Magazine

Basic/\$13.75 CPM-I - \$5,500 Net Prepaid

One ad **up to Rectangle** size x four articles

per six consecutive online magazine issues.

Online Magazine only

Small Biz/\$7.50 CPM-I - \$3,000 Net Prepaid

One e-Button or Square ad x four articles

per six consecutive online magazine issues.

Online Magazine only

For more information contact Rosemarie Calvert

at rcalvert@centerforabetterlife.com.



2012 *livebetter* Advertising Rates

Rate Card 6. Effective July 1, 2012.

Avg. eMagazine Rate Base: 250,000/mo

Avg. Article/Ad Click-Thrus: 200,000/mo

All Rates are net.

	1x	6x	12x
e-Button	\$500	\$400	\$250
Square	\$750	\$600	\$500
Rectangle	\$1,200	\$900	\$750
Skyscraper	\$1,500	\$1,200	\$1,000
Banner	\$1,750	\$1,350	\$1,000
e-Banner	\$2,000	\$1,600	\$1,200
Content Module	\$2,000	\$1,600	\$1,200

**All ads can link to a full-page ad on our website for*

tracking. (568 wide \times 750 tall minimum)

Mechanical Specifications & Submissions

Accepted Material Format: Flash, GIF, JPG, HTML

Other Requirements: Flash format needs to have GIF or JPG back-up and target=“_blank” is required for the link. Maximum animation length is 15 seconds with a 15 loop minimum. All images need to be 72 ppi resolution minimum in RGB color with a 1 pixel border.

Advertising: Mary Catherine Pauley at 304-892-3811 or mpauley@centerforabetterlife.com.

Send material by email to: Mary Catherine
Pauley at mpauley@centerforabetterlife.com.

Banner (800x90)	
e-Button (120x60)	e-Banner (568x60)
Square (150x150)	<h1 style="text-align: center;">FEATURES</h1> <div>  <p>The Florida Everglades Rescuing an Endangered Ecosystem</p> <p>Fifty percent of one of the world's irreplaceable gems has disappeared and the other 50 percent is dying, both the result of human development. The Everglades, a UNESCO World Heritage Site and International Biosphere Reserve in South Florida, is the victim of man-made changes to improve upon Nature for the benefit of mankind. The... Read More</p> </div> <div>  <p>Naval Base Ventura County SNI Seabird Restoration</p> <p>San Nicolas Island (SNI), the most remote of California's Channel Islands, has been touched and transformed by humans beginning with its occupancy by the Nicoleño Indians approximately 12,000 years ago through ranching operations in the 19th Century to its current site as a U.S. Navy missile testing area. Beyond the... Read More</p> </div> <div>  <p>USMC's Twentynine Palms Mission-Critical Sustainable Practices</p> <p>Military operations and environmental protection are often thought to be at odds, but such perceptions are not, in fact, reality. That said, two questions frequently come to mind: (1) What could sustainability and conservation have to do with national security, and (2) How could training Marines be anything but contrary to... Read More</p> </div>
Rectangle (150x300)	
Skyscraper (150x500)	<div> Content Module (600x300) links to a full page on our Web site (568x750) </div>



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Center for a Better Life

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