Opportunities to showcase your brand

Reach your target audience by advertising with GBCA
Why advertise on one of GBCA’s platforms?

**Simple! Your brand will benefit from instant, easy access to the sustainable property industry’s top decision-makers.**

“It’s incredibly valuable for us to be a member of GBCA; it really helps to keep us at the forefront of best practice for sustainable buildings. A good Green Star rating is one of the features that tenants and investors want to see in commercial real estate, so it’s valuable from a business perspective, but equally, GBCA’s work pushes the whole industry towards a clean, green, and healthy built environment.”

Andrew Coutts  
Real Estate Funds Manager,  
Impact Investment Group

Through our website, publications, e-communications and social media platforms, GBCA has a combined reach of over 50,000 sustainable development professionals per month, at all tiers of industry. Our diverse portfolio of communication touch points means your message is highly likely to have cut through, whatever its purpose. Whether your focus is on reaching decision makers, launching a new product, recruitment or generating positive publicity around the work you’re doing in sustainability, GBCA can make it a reality by helping you to reach your target market and achieve higher levels of brand awareness and recognition.
Advertising opportunities include:

GBCA website

Social media advertising
Delivering on promises

When you have a bold and ambitious vision to transform Australia's buildings, cities and communities, it can be easy to over promise and under deliver. But this year, despite all the challenges that have come our way, Green Building Council of Australia has delivered on a stack of promises that I am super proud to share.
Who engages with GBCA’s communications platforms?

- Architects
- Engineers
- Sustainability consultants
- Locally, State and Federal government departments
- Property developers
- Planners
- Construction companies
- Designers
- Property agents
- Building contractors
- Building management and facilities managers
- Facility managers
- Universities
- Banks
- Retailers
- Local councils
- Interior designers
- Sub-contractors
- Product manufacturers
- Project managers
- Technicians
- Contractors
- Education providers
- Environmental scientists
GBCA website

A wide range of visitors frequent the GBCA website. They incorporate a mix of Members, project contacts, sustainability professionals and many more who are already aware of what we do. Our website also attracts new visitors who are interested in embarking on their sustainability journey by incorporating Green Star into their project portfolio, becoming a Member or attending an event or professional development course. In addition, our website houses a wide range of case studies on Green Star projects, research, media releases and advocacy initiatives.

29,463  
Average no. of sessions / month

84,591  
Average no. of page views / month

21.3%  
Average no. of new visitors / month

Opportunities:

• Featured editorial banner ad at foot of homepage
• 400 word article on sub website page most aligned with advertorial topic

Criteria

• One headline plus image (960 x 300 pixels) to be supplied by advertiser.
• No text embedded in image.
• Topic to be agreed in advance with GBCA’s marketing and communications team. Final review and inclusions are at the discretion of GBCA.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>One week</td>
<td>$750 + GST</td>
</tr>
<tr>
<td>Four weeks</td>
<td>$2,700 + GST</td>
</tr>
<tr>
<td>Six weeks</td>
<td>$3,750 + GST</td>
</tr>
</tbody>
</table>
Green Building Voice

Green Building Voice is GBCA's monthly e-communication, subscribed to by over 12,000 readers across a broad spectrum of industries. Articles focus on a range of high level thought leadership issues as well as Green Star technical updates, Membership updates and other areas of interest to our readers. All articles link through to the GBCA website, where advertisers can expect to gain additional exposure for their investment.

15,800 recipients per month  24.9% Average open rate  4.37% Average click rate

Reader profile:
• Aged between 18 – 65
• Job profiles range from graduates through to CEO
• Primarily white collar professionals working in sustainability
• Tertiary educated

Key Stats:
• Database: 15,800
• Average open rate: 24.9% – Industry average is 19.5%
• Average click through rate: 4.37% – Industry average is 2.3%

Schedule for the year:

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Booking deadline (2 weeks prior)</th>
<th>Artwork submission deadline (1 week prior)</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 July 2020</td>
<td>15 July 2020</td>
<td>22 July 2020</td>
</tr>
<tr>
<td>26 August 2020</td>
<td>12 August 2020</td>
<td>19 August 2020</td>
</tr>
<tr>
<td>30 September 2020</td>
<td>16 September 2020</td>
<td>23 September 2020</td>
</tr>
<tr>
<td>28 October 2020</td>
<td>14 October 2020</td>
<td>21 October 2020</td>
</tr>
<tr>
<td>25 November 2020</td>
<td>11 November 2020</td>
<td>18 November 2020</td>
</tr>
<tr>
<td>9 December 2020</td>
<td>25 November 2020</td>
<td>2 December 2020</td>
</tr>
<tr>
<td>24 February 2021</td>
<td>10 February 2021</td>
<td>17 February 2021</td>
</tr>
<tr>
<td>31 March 2021</td>
<td>17 March 2021</td>
<td>24 March 2021</td>
</tr>
<tr>
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<td>14 April 2021</td>
<td>21 April 2021</td>
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</tr>
<tr>
<td>30 June 2021</td>
<td>16 June 2021</td>
<td>23 June 2021</td>
</tr>
</tbody>
</table>
Booking deadline:

Please note that all bookings for the following month’s edition must be made by close of business on the final day of the month. GBCA reserves the right to decline advertising requests on the basis of being unaligned with the GBCA brand or due to lack of available space in the requested edition.

Opportunities:

A) 1 x stand alone banner advert (996 x 184 pixels)
B) 1 x half banner advert (560 x 182 pixels)
C) 1 x one third banner advert (362 x 182 pixels)
D) 1 x half banner advert (560 x 182 pixels) and short intro to editorial article on website in newsletter, plus article on the website.

Pricing options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A)</td>
<td>$1200 + GST</td>
</tr>
<tr>
<td>B)</td>
<td>$850 + GST</td>
</tr>
<tr>
<td>C)</td>
<td>$600 + GST</td>
</tr>
<tr>
<td>D)</td>
<td>$1700 + GST</td>
</tr>
</tbody>
</table>

Criteria

• One headline plus image to be supplied by advertiser
• No text embedded in image
• For option D, topic to be agreed in advance with GBCA’s Market Communications team
GBCA social media platforms

GBCA has an active and engaged following across our social media platforms, Facebook, LinkedIn and Twitter. On a case by case we will consider promoting an industry event, product launch or initiative as a paid advertorial on social media. Advertisers can opt for a direct post on one of our platforms to all followers or opt to undertake paid advertising aligned with the GBCA brand.

**Opportunities:**

A) 1 x stand alone promotion of your post on one platform of your choice; LinkedIn, Facebook or Twitter

B) 1 x stand alone promotion of your post on all three platforms; LinkedIn, Facebook, Twitter

C) 3 x stand alone promotion of your post on all three platforms; LinkedIn, Facebook, Twitter

D) 1 x paid advertorial on Facebook or Twitter, aligning your product or service with the GBCA brand. (Amount spent to be advised by the advertiser, with GBCA taking a 20% cut in overall total)

### Pricing options:

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<tbody>
<tr>
<td>A)</td>
<td>$150 + GST</td>
</tr>
<tr>
<td>B)</td>
<td>$300 + GST</td>
</tr>
<tr>
<td>C)</td>
<td>$600 + GST</td>
</tr>
<tr>
<td>D)</td>
<td>$TBC + GST</td>
</tr>
</tbody>
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### Metrics:

- **Facebook (Average / month):**
  - Post reach: 5,281
  - New page likes: 48
  - Post engagements – likes, comments and shares: 1,066

- **Twitter (Average / month):**
  - Impressions: 55,417
  - Likes: 188
  - Engagement rate: 299

- **LinkedIn (Average / month):**
  - Likes: 415
  - New followers: 103
  - Retweets: 95
Advertising terms and conditions

• All advertising artwork should be sent directly to the email address: marketing@gbca.org.au

• Please note that Green Building Council of Australia does not provide design services – logos and/or images must be supplied as a finished product.

• A completed advertising agreement must be returned to Green Building Council of Australia in advance of publication date.

• All advertising fees must be paid in advance of the publication date by EFT or credit card.

• Green Building Council of Australia reserves the right to refuse advertising content that does not align with our brand, advertising content that contains inappropriate content or subject matters that do not align with our strategic objectives.

• Green Building Council of Australia reserves the right to refuse advertising content due to no space being available in our publications.

• Cancellations made after booking will not be refunded.

Contact:

Editorial submissions and artwork to be sent to:

FAO: Senior Manager Market Communications

Email: marketing@gbca.org.au

Contact: 02 8239 6200