

Green Building
Advertising Schedule
Seattle & King County Market Area

Print Ads

Daily Journal of Commerce	24-Jun	Thursday Commercial Real Estate	Toyota	1/2pg, 4color
	29-Jul	Tabloid: Enviro Outlook	National Geographic	1pg, 4color
	12-Aug	Thursday Commercial Real Estate	Toyota	1/2pg, 4color
	26-Aug	Thursday Commercial Real Estate	Patagonia	1/2pg, 4color
	17-Sep	Thursday Commercial Real Estate	National Geographic	1/2pg, 4color
	7-Oct	Tabloid: Urban Development	Patagonia	1pg, 4color
	28-Oct	Thursday Commercial Real Estate	Warner Brothers	1/2pg, 4color
	18-Nov	Tabloid: A&E Perspective	Toyota	1pg, 4color
	9-Dec	Tabloid: Commercial Broker	Warner Brothers	1pg, 4color
Puget Sound Business Journal	25-Jun	100 Largest Private Companies	Toyota	1pg, 4color
	23-Jul	Largest Public Companies	National Geographic	1pg, 4color
	10-Sep	Environment & Engineering	Patagonia	1pg, 4color
	24-Sep	Commercial Real Estate Qtrly	Toyota	1pg, 4color
	29-Oct	Office Industrial Retail Leasing	Patagonia	1pg, 4color
	10-Dec	Commercial Real Estate Qtrly	Warner Brothers	1pg, 4color
Puget Sound's Book of Lists	26-Dec	Book of Lists	Patagonia	1pg, 4color
Washington CEO	August	Com. Real Estate List	Toyota	1pg, 4color
	December	General edit, 15th anniversary issue	National Geographic	1pg, 4color
	Oct/Nov	Book of Lists	Patagonia	1pg, 4color
	September	General Edit	Warner Brothers	1pg, 4color
NW Construction News	4-Oct	Green Building	Toyota	1pg, 4color

Direct Mail Campaign

(5,800 tenants + 400 developers = 6,200 pieces per mailing)

- Piece 1: Drop 9/7 Postcard focusing on Patagonia case study
- Piece 2: Drop 10/4 Self-mailer focusing on Jean Vollum Capital Center case study
- Piece 3: Drop 11/1 Brewery Blocks case study + letter talking about local buildings