

BNA Climate Stimulus Package

climate.bna.com

Reduced Rates!

A cutting-edge source of information about climate change and the measures taken to mitigate its effects.

As climate change becomes a driver for business around the world, **climate.bna.com** provides the information and insights that people need to manage the risks and understand the opportunities.

climate.bna.com is a definitive, go-to Web resource that includes summaries of *World Climate Change Report* articles, Climapedia™ full text documents from international, federal, state, and non-governmental organizations, Google news, press releases, conference and events listings, and special reports by leading experts and BNA editors. BNA's environment, health and safety division currently provides crucial information to more than 4,000 premiere organizations and government entities in the United States and abroad.

Be sure that your message is seen by BNA's readership of leading decisionmakers in corporations, law firms, associations, academia, and the government.

climate.bna.com Sponsorship Opportunities

Sponsorship packages allow your organization to receive optimal visibility in your target market. A maximum of five select sponsors are chosen to appear prominently, either on the home page or once per week in an e-mail alert, for a period of three months.

climate.bna.com Leaderboard Sponsor (~~\$5,900~~) \$2,499

(728 x 90 Top Leaderboard) - Web

(468 x 60 Top Leaderboard) - E-mail

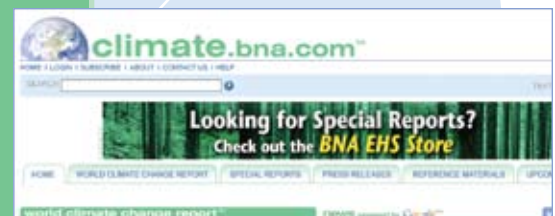
- 6 month Top Leaderboard on climate.bna.com home page
- 6 month Top Leaderboard on climate.bna.com daily e-mail alerts (one per week for a total of 12)
- Maximum of 5 sponsorships

climate.bna.com Skyscraper Sponsor (~~\$5,900~~) \$2,499

(160 x 600 Wide Skyscraper) - Web

(120 x 600 Wide Skyscraper) - E-mail

- 6 month Wide Skyscraper on climate.bna.com home page
- 6 month Wide Skyscraper on climate.bna.com e-mail alerts (one per week for a total of 12)
- Maximum of 5 sponsorships



For more information or to reserve sponsorship space, please call

Joan Daly

joanmdaly@cox.net

Office: 703.938.5907

Fax: 703.938.5910

Cell: 703.407.3204



BNA
Essential Information
Expert Analysis



climate.bna.com™

HOME | LOGIN | SUBSCRIBE | ABOUT | CONTACT US | HELP

SEARCH



Advertising Web Site Specifications

160 x 600

728 x 90
(horizontal format)

Unit	Weight Limits		Animation	Border
	GIF/JPEG	FLASH		
728 x 90	20K	30K	15 Second Limit	None
160 x 600				



BNA
Essential Information
Expert Analysis



climate.bna.com™

HOME | LOGIN | SUBSCRIBE | ABOUT | CONTACT US | HELP

SEARCH



Advertising E-mail Specifications

120 x 600

468 x 60
(horizontal format)

Unit	Weight Limits		Animation	Border
	GIF/JPEG	FLASH		
460 X 60	20K	30K	15 Second Limit	None
160 x 600				



BNA
Essential Information
Expert Analysis