

The Green Media Alliance is a local organization composed of media partners working together to provide businesses with the education and resources to help build a more sustainable community and preserve our planet's resources.

The combination of media members in the Green Media Alliance delivers a unique and focused marketing opportunity for businesses that want to reach the growing number of people in our region who care deeply about personal, community and planetary well-being, and who prefer to do business with companies that share similar values.

A Green Arizona **A Green Arizona** (www.AGreenArizona.org) provides relevant information, resources, and product reviews to help individuals and businesses transition to and/or sustain eco-friendly lifestyle choices and practices. In addition, A Green Arizona aims to raise money to fund and sponsor events that help communities in Arizona become more eco-responsible.



AdVision Outdoor (www.advisionoutdoor.com) is the exclusive provider of over 1000 high impact outdoor media displays throughout the Tucson metro area, and in Nogales, Arizona. AdVision is proud to conserve energy by providing night time back-lighting of bus shelter displays through low voltage solar illumination. In addition, our benches are made of recycled plastic materials. The four-color posters are printed on reusable film made to last for 9-12 months. AdVision utilizes paperless e-billing and other internal day-to-day business processes.



Cox Media (www.coxmedia.com) provides a lineup of networks and programming that gives advertisers broad reach and ample choice for their advertising message. From A & E to the Weather Channel, Cox Media can help you connect with viewers tuned into high profile programming like Nip/Tuck (FX) and The Closer (TNT) in addition to niche and lifestyle programming on networks like Food Network and TLC. Our programming gives you insight into the networks and ongoing opportunities available.



Mrs. Green Goes Mainstream (www.MrsGreenGoesMainstream.com): Mrs. Green asks the question, "What if living green can be fun?" on her all-green talk radio show broadcast every Saturday at 12:05 PST on NEWSTALK 790 KNST, and streaming live at www.790knst.com. Mrs. Green's website and online newsletter also provide helpful tips and fun ideas on how to join her in going green.



Tucson Green Times (www.tucsongreentimes.com) A lifestyles print publication reaching 150,000 readers monthly, Tucson Green Times is distributed at more than 1,400 locations throughout the Tucson metropolitan area. One of Southern Arizona's largest free-circulation newspapers, the publication's focus is to educate, empower and inspire readers to lower individual carbon footprints, reduce depletion of natural resources and toxins, and to encourage local community members, groups and businesses to work together to build a stronger and more sustainable future.



Who's Green? (www.WhosGreenAz.com) is Tucson's local online resource to green living. Our mission is to create awareness of eco-friendly retailers, services, and organizations. Who's Green? reaches consumers that care about the environment and support the companies that are committed to making a difference in the lives of Tucsonans and our environment.

Advertising Coverage

The members of Green Media Alliance offer special advertising packages to businesses, organizations and individuals who successfully want to reach the 77% of consumers who identify themselves as “green”.*

Backed by solid research on the values that drive the buying decisions of these green consumers, the Green Media Alliance offers a unique opportunity for you to place your marketing message in front of a growing and significant segment of the population that businesses have not been able to effectively reach before now in Southern Arizona.

The Green Media Alliance members represent a combination of newsprint, radio, cable television, outdoor and web portals in Tucson. Taking advantage of our combined audiences, advertising programs allow you to reach Tucsonans with frequent messages:

- **A Green Arizona:** A website with 2,500 monthly page views.
- **AdVision Outdoor:** Daily 15,000 - 22,000 drive by our outdoor AdDisplays and Adbenches.
- **Cox Media:** Metro Tucson – 245,703 households in Southern Arizona.
- **Mrs. Green Goes Mainstream:** Weekly 2,300 adult listeners ages 35-64 on KNST radio; a bi-weekly email newsletter with 2,000 subscribers; and a website with 7,000 monthly page views.
- **Tucson Green Times:** A print publication with 150,000 readers monthly, ages 35-65; and a website with 25,000 monthly page views.
- **Who's Green Arizona:** A "green" Arizona directory website with 4,800 monthly page views.

A Green Arizona

ADVISION
OUTDOOR

COX
Media*



TUCSON
Green
TIMES

who's
green?

GMA Advertising Programs:



Maximize your reach and media mix with the Green Media Alliance. Below are samples of three affordable monthly programs for businesses with different budgets. We can create cost-effective media strategies to connect with the consumers who want to buy from Tucson companies with sustainable business practices. For a customized program, please schedule a consultation to discuss your marketing objectives.

\$1,100* Monthly Budget – Exposure of 1,846,800 Views/Persons

- Bi-weekly newsletter and web site ads with **Mrs. Green Goes Mainstream**
- Targeted traffic to **AGreenArizona** blog posts through Google Adwords
- An upgraded company listing on **whosgreenaz.com**
- A Resource Guide ad in **Tucson Green Times**
- Four (4) 2' x 7' bus AdBenches with **AdVision Outdoor** over 4 weeks

\$2,500* Monthly Budget – Exposure of 2,171,000 Combined Views/Persons

- Bi-weekly newsletter and web site ads, and two on-air promotions with **Mrs. Green Goes Mainstream**
- Targeted traffic to **AGreenArizona** blog posts through Google Adwords
- A banner ad and upgraded company listing in 2 business categories **whosgreenaz.com**
- 1/8 page Black and White ad in **Tucson Green Times**
- Three (3) 4' x 6' Illuminated Bus Shelter AdDisplays with **AdVision Outdoor** over 4 weeks

\$6,000* Monthly Budget – Exposure of 3,701,248 Combined Views/Persons

includes green strategy consultation and special partnership opportunities.

- Sponsorship of 2 show segments, web site ads and bi-weekly newsletter ads with **Mrs. Green**
- Banner ad on **AGreenArizona** blog page, targeted traffic through Google Adwords to blog posts that are optimized for search engines
- Banner ad on the Home Page and Premiere company listing in two categories on **whosgreenaz.com**
- ¼ page four-color ad in **Tucson Green Times**
- Three (3) 4'x6' Bus shelters and Four (4) 2' x 7' Bus benches with **AdVision Outdoor** over 4 weeks
- Customized advertising schedule from **Cox Media** offering a broad reach of networks, plus 50 promotional commercials featuring your business as the sponsor of Cox's Green Network – **Planet Green**

****Media only, not including production costs***

To take advantage of the Green Media Alliance advertising strategies, please contact Priscilla Sheridan at 520-749-5845 or by email: Priscilla@GMATucson.com