



What is Planetizen?

Planetizen is a public-interest information exchange provided by Urban Insight for the urban planning, design, and development community. It is a one-stop source for urban planning news, commentary, interviews, event coverage, book reviews, announcements, jobs, consultant listings, training, and more.

Planetizen prides itself on covering a wide number of planning, design, and development issues, from transportation to global warming, architecture to infrastructure, housing and community development to historic preservation.

Who Visits Planetizen?

Planetizen is read by a diverse array of people interested in the built and natural environments, and their interaction. Planetizen's audience includes professional urban planners, developers, architects, policy makers, educators, economists, civic enthusiasts and others from across the United States and around the world.

With more than 350,000 visits each month, Planetizen provides a forum for people across the political and ideological spectrum, ensuring a healthy debate on these and other important issues.

Advertise Today!

Contact Kerry Kicos at
800-288-7423 or
kkicos@triad-inc.com

Advertising Opportunities

Advertising Rates Effective October 1, 2007

Premium Package (280 x 40 pixels)

Get the most visibility! Your ad will be placed in the upper right corner of all pages on Planetizen*, including the home page. Advertising space is limited to five advertisers at one time in this premium location, first come, first served. (*excludes consultant directory)

1 Month	\$900
3 Month	\$2,430
1 Year	\$9,000

Focus Package (175 x 50 pixels)

Your ad will appear in rotation within the body (top portion) of news articles on Planetizen. You can select topics that are relevant to you. (Example at right.)

1 Month	\$500
3 Month	\$1,350
1 Year	\$5,000

Home

Mexico City Skyscraper Plans Fuel Debate
Mexico | Land Use | Urban Development / Real Estate
Posted by: Nate Berg

24 September 2007 - 9:00am

In Mexico City, controversial plans to develop what would be the tallest skyscraper in Latin America have opponents calling the project illegal. But the developers have a big-name architect and high-powered politicians behind them.

"An influential developer plans an enormous skyscraper at the edge of the city's giant central park. A celebrity architect is commissioned, and the ambitious mayor unveils the proposal at city hall."

**YOUR AD
HERE**

"Instantly, the prospective tower's largely genteel neighbors rise up in arms. They vow to tie the plan up in lawsuits and procedural reviews.

There is also a reclusive investor, a much-questioned relationship between the mayor and the developer and a building on the site that, though it has

Navigation Package (175 x 50 pixels)

You can't get much more targeted than this! Your ad will be placed on one of the main section pages of Planetizen (e.g. Jobs, Schools, Books). Example: You are a college or university looking to recruit new students for your urban planning program - and want to feature your ad on the Schools page. Package is priced the same as Focus Package, with an additional 10% for a special placement.

Policies / Deadlines / Format Information

Ads are positioned on a first come, first served basis. The advertiser's preference for topic assignment and position will be accommodated whenever possible.

Planetizen reserves the right to add or remove advertisers at anytime.

Ads will be placed within two business days of a contract signing.

File Size: less than 40K

File Format: GIF or JPEG

Art Services - Advertising can be designed at rate of \$100.00 per hour.