

Your Ad On Every Page

Our ad layout creates a prominent, visually-striking advertising location that's sure to grab attention. Our two premium banner ads appear on every page of the site in the same location.* Your ad will rotate in one of these locations with a maximum of five advertisers at a time.

Premium Banner Advertising

Purchase any one of these ads and we'll include one Announcement free (a \$99 value), giving you additional exposure in our 17,000-subscriber email newsletter.

1 month premium banner ad:	\$900
3 months premium banner ad:	\$2430
6 months premium banner ad:	\$4500

Why Planetizen?

Planetizen is the go-to news and information site for the urban planning, design and development community. With a steady stream of fresh, relevant stories every day, our readers check in regularly to get the latest news on transportation, architecture, infrastructure, housing, economic development and urban design. In fact, we often hear from our readers that they've set Planetizen as their home page! With over 1.7 million unique visitors every year, Planetizen is a great place to get seen by a dedicated audience of urban professionals.

“Planetizen is the CNN of planning.”

- Glen Bolen, Vice President
Fregonese Associates

Prestigious Company

Past advertisers have included prestigious businesses and non-profits like:

- Google Earth & Google Sketch Up 
- ESRI Geographic information systems
- Next American City 
- UC Berkeley
- Routledge Publishing/InformaWorld
- Journal of the American Planning Association
- Congress of the New Urbanism
- University of Southern California
- IBM/Ingage Networks 

Social Media Package



If you have a discount or special to offer, we will help you reach our network. For \$299, we will post your offer twice to our Facebook and Twitter communities, and publish an announcement on the Planetizen website.

School Directory Advertising

Our Schools page features a comprehensive list of graduate programs in the field, and is a reference point for would-be urban planning and design students. In Google searches for “urban planning schools,” our site comes up in the top three. An advertisement in our sidebar will help make your school stand out from the pack.

6 months schools page ad:	\$2000
1 year schools page ad:	\$3000
1 year schools page ad + premium banner ad:	\$9000

Contact us at editor@planetizen.com, or 877-260-PLAN (7526).

* Excepting our Schools Directory, where we feature promotions for urban planning programs around the country.

PLANETIZEN Advertising Opportunities

By the Numbers

- In 2010, we had almost 1.7 million unique visitors. That's 8,763,707 pageviews!
- Planetizen is on the first page of Google results for hundreds of search terms like "urban planning," "planning schools," "smart growth," "bicycle planning," "public space" and many more.
- Our website has over 50,000 pages of content and has been online for over 9 years, giving us a significant footprint on web traffic in our category.

“Planetizen contributes to my success by keeping me abreast of what is happening nationally and internationally in planning and urban design. It is an essential part of my daily reading and is the best kept secret in the profession.”

- Mark E. Strauss, FAIA, AICP/PP, LEED
Senior Partner, FXFOWLE Architects

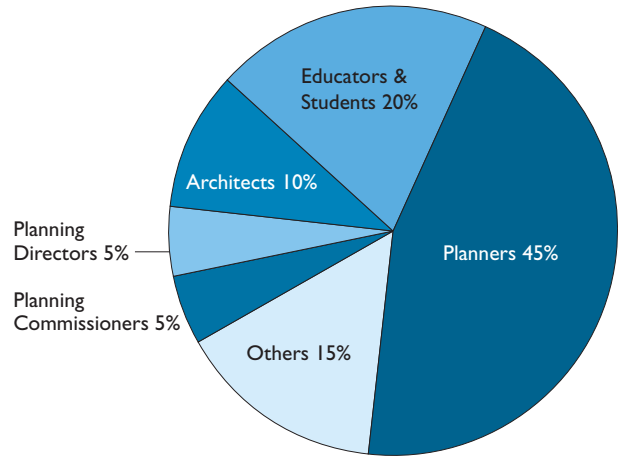
Editorial Calendar

We run original features and op-eds every week on a variety of topics, and a few times a year we run Top 10s that get significant attention. Let us know if you'd like to sync up with their publication dates.

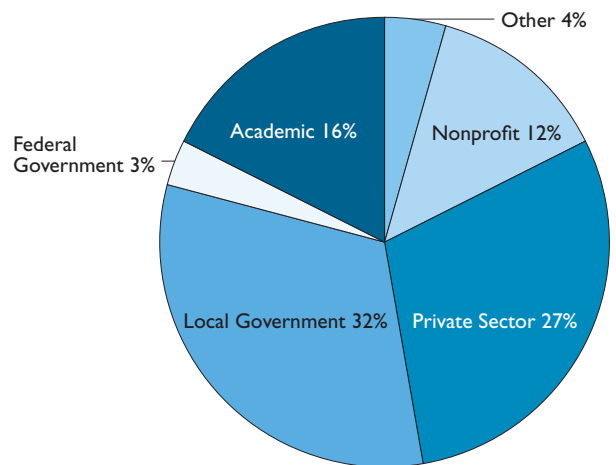
- January:** Top Urban Trends of 2010
March: Top 10 Urban Planning Websites for 2011
March: Release date for the latest edition of our *Guide to Graduate Urban Planning Programs*
April: Top Twitter Feeds in Urban Planning update
November: Top 10 Urban Planning Books for 2011

“Planetizen is where I spend the bulk of my advertising dollars. Planetizen helps me attract at least a third of the people who take our courses.”

- Leonardo Vazquez, Director
Professional Development Institute,
Edward J. Bloustein School of Planning and Public Policy



Planetizen Audience



Reader Demographics

Policies / Deadlines / Format Information

File Dimensions: 280 pixels wide by 210 pixels high
File Size: 40K or less
File Formats: PNG, GIF or JPEG

Ads are positioned on a first come, first served basis. Planetizen reserves the right to add or remove advertisers at any time. Ads will be placed within two business days of a contract signing.

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