

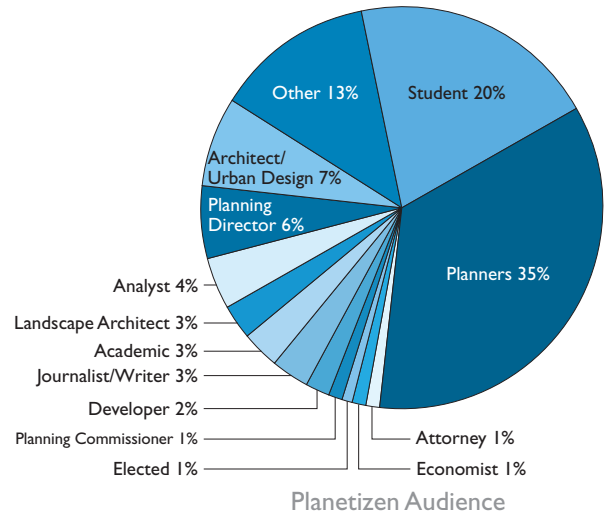
# PLANETIZEN Advertising Opportunities

Advertising rates effective through December 31, 2009

## Why Planetizen?

Planetizen is the news and information site for the urban planning, design and development community. We have a reputation within the industry as an objective thought leader, an independent voice where professionals can learn the latest, most pertinent information on land use, urban design, transportation, architecture, alternative energy, infrastructure, housing, community development and historic preservation.

Planetizen's audience is a dedicated niche of urban professionals that is readymade for your conference, software, consulting services, GIS hardware, groundbreaking book, and more.



“Planetizen is the CNN of planning.”

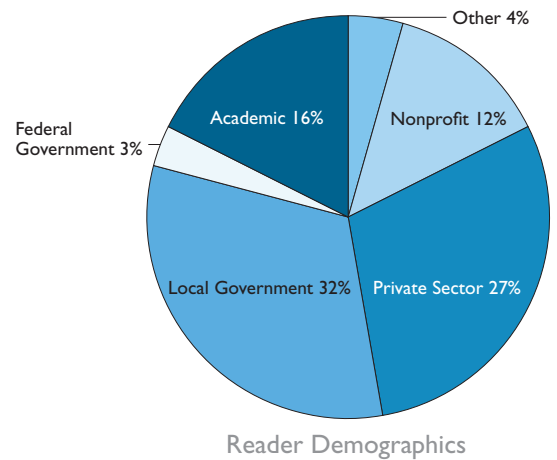
- Glen Bolen, Vice President  
Fregonese Calthorpe Associates

## By the Numbers

- In 2008, we had almost 1.5 million unique visitors. That's 7,474,415 pageviews!
- The average visitor to our site stays for 3 minutes and 22 seconds, and views 3.45 pages.
- The homepage has the most significant traffic because it is consistently updated, with our Jobs Listings, Top Websites, and Schools pages next in popularity.
- Our website has over 36,000 pages of content, which continues to appear in the top results of Google searches on planning topics such as “urban planning”, “land use”, “transportation infrastructure”, and many more.

“Planetizen is a fantastic resource for news and information. The site is a great service to the planning and development community.”

- Mark Persico  
Persico Planning Partnership



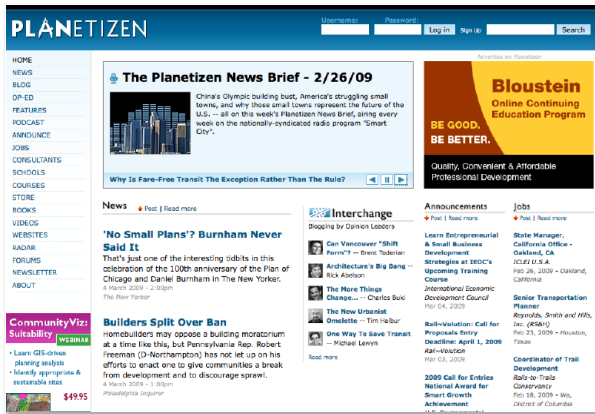
### Conferences & Events

Planetizen is the perfect place to advertise your conference. Here are just a few that have chosen Planetizen as their launching pad:

- Congress for the New Urbanism (CNU)
- Urban Land Institute (ULI)
- Columbia University
- National Trust for Historic Preservation
- Architects/Designers/Planners for Social Responsibility (ADPSR)
- ESRI GIS Mapping and Software

**Advertise Today!** Contact Tim Halbur at [tim@planetizen.com](mailto:tim@planetizen.com) or (323) 930-1569.

# PLANETIZEN Advertising Opportunities



## New, Eye-Catching Ads

Our new ad layout creates a prominent, visually striking advertising location that's sure to grab attention. This ad appears on every page of the site in the same location\*. The ad will rotate with each page load with a maximum of 5 advertisers at a time.

## Affordable Rates

We know that your advertising budget is stretched thin. We offer affordable rates while delivering a prominent location and a sizeable audience.

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

## Prestigious Company

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

Google Sketchup



ESRI GIS Mapping and Software



Next American City

Academy for the New Urbanism

INDEX Planning Support Software

Journal of the American Planning Association

Congress for the New Urbanism



The Global Marker Alliance

Save the Children USA

IBM-Neighborhood America



Planning Commissioners Journal

LandFAX

and many more.

## Custom Packages

Got a conference coming up, or a series of releases or events? We'll tailor a quote to your specific needs, combining advertisements with announcements timed to release new information as it becomes available. Our announcements also get published in our popular twice-weekly newsletter, with over 15,000 subscribers. For more information on announcements, go to [www.planetizen.com/announce](http://www.planetizen.com/announce)

“I started advertising the Bloustein Online Continuing Education Program four years ago on Planetizen. Today, it 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

## Policies / Deadlines / Format Information

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.

File Dimensions: 280 pixels wide by 210 pixels high

File Size: less than 40K

File Format: GIF or JPEG

## Advertise Today!

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