



2024 Media Kit

planetizen.com/advertise

advertise@planetizen.com

877-260-PLAN (7526)

Your Ad Here

Planetizen



Charlotte's Controversial Comprehensive Plan to End Single-Family Zoning

5 Hours Ago - Charlotte Observer



Five of Europe's Most Interesting Urbanism Trends

Cities around the continent are taking steps to reimagine transportation, housing, and energy use.

1 hour ago - Volts



'Tiny Forests' Take Hold in Urban Centers

A movement to plant small patches of plants in urban neighborhoods is taking off in Europe.

1 hour ago - National Geographic

Latest News

How Bad Transit Encourages Car Ownership

8 minutes ago - Gizmodo

Duplexes and Townhomes Legalized in Raleigh

16 minutes ago - The Observer

Pittsburgh Launches Comprehensive Mobility Service App

42 minutes ago - Streetsblog USA

Long Beach Gated Community Must Provide Public Access

1 hour ago - Long Beach Post

White House: Clean Up on Aisle Infrastructure

1 hour ago - The Washington Post

French Company Proposes New Sleeper Train Network

2 hours ago - The New York Times

[View More](#) →

Why Planetizen?

Planetizen offers direct access to the urban planning, design, and development communities.



Planetizen updates news, editorials, and announcement boards for events, RFPs, and jobs every day, so our readers **check in regularly** to stay current with the information on critical topics of planning, transportation, architecture, infrastructure, housing, economic development, and urban design.

With content and resources targeted to **every stage of a career** in planning, design, and engineering, Planetizen readers can advance their careers while working to help their communities, and the world, thrive.

Planetizen educates and inspires the people working to build resilient, sustainable, and prosperous communities.

Our Demographic

The Planetizen audience includes private- and public-sector urban planning commissioners, developers, architects, landscape architects, policy makers, educators, students, economists, and civic enthusiasts.

Planetizen readers are engaged, ambitious, and highly motivated to make an impact in their communities.



By the Numbers

2.15MM Unique Visitors

5MM Page Views

100,000+ Content Pages



75,000+
Twitter
Followers



23,500+
Facebook
Followers

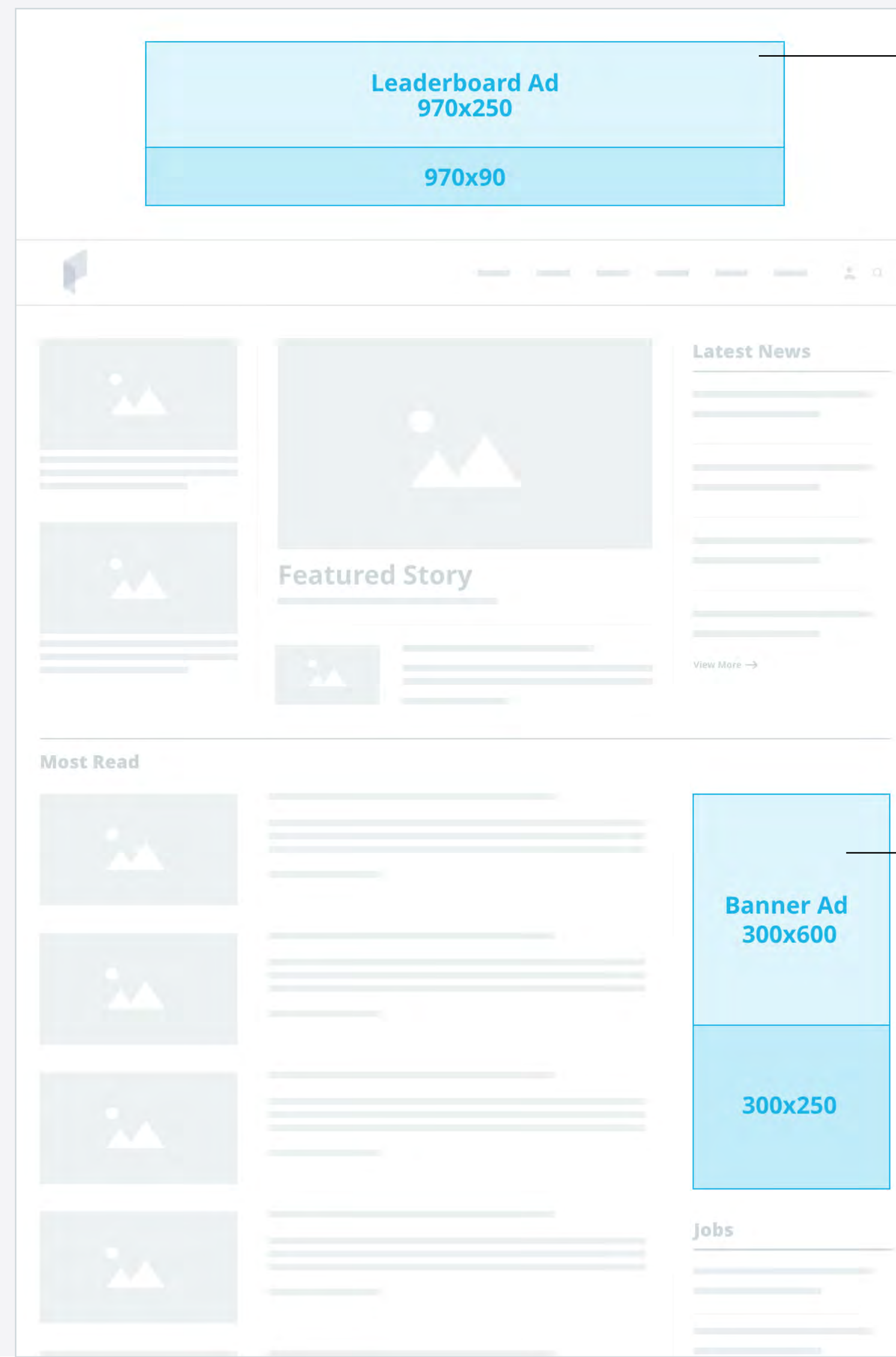


30,000+
Newsletter subscribers
(this includes jobs, news, and
updates)

Advertise Sitewide

Looking to get the most exposure? Leaderboard and banner ads display on nearly every page of the Planetizen website and attract the highest number of impressions.

Home Page



LEADERBOARD AD

Leaderboard ads display in an exclusive location at the top of every page on the site.

SITEWIDE BANNERS

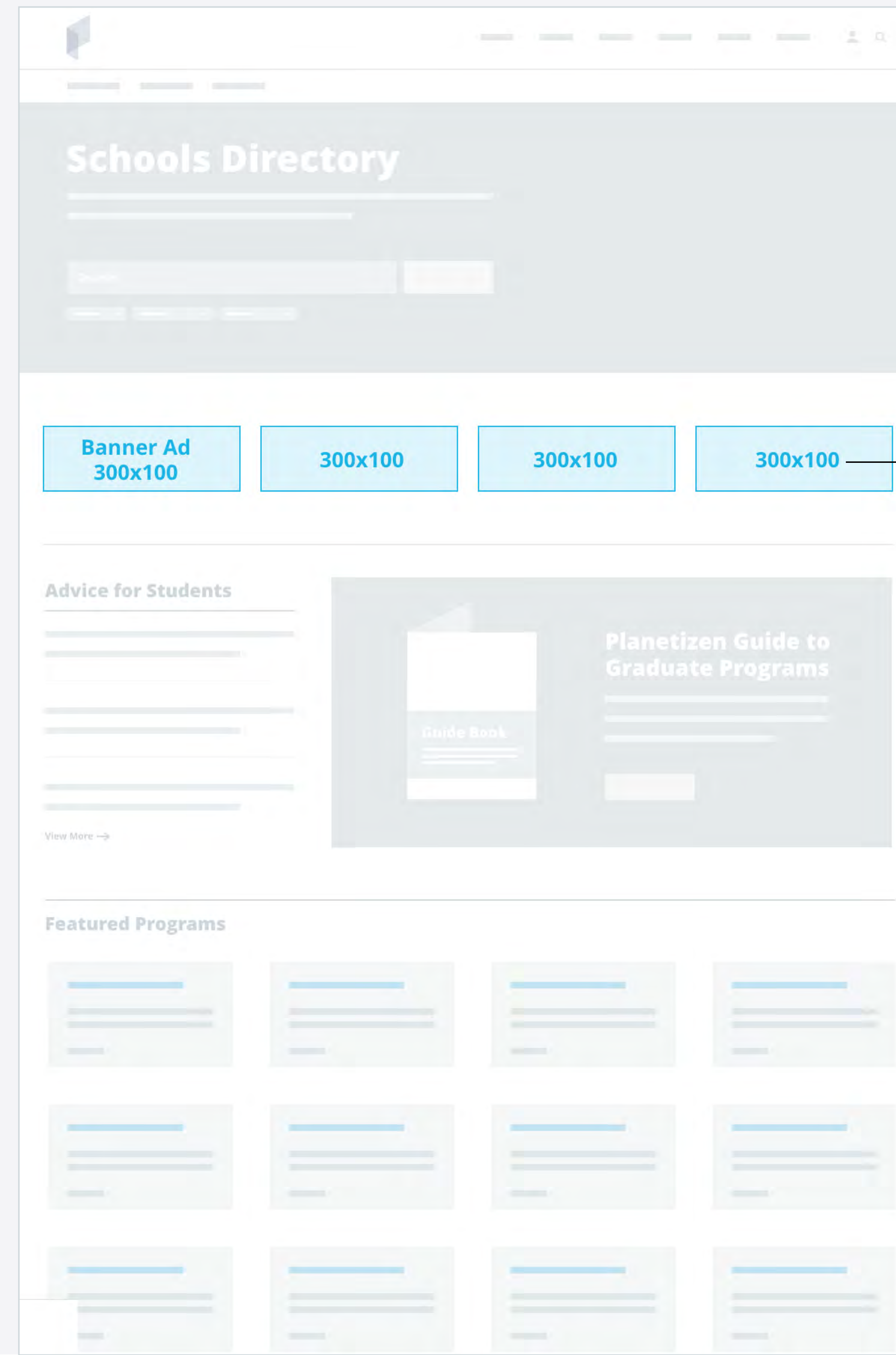
Banner advertisements are placed in eye-catching locations on the Planetizen site. Your ad will appear and rotate between two positions in the sidebar of nearly every page.

School Directory

The Planetizen Schools Directory features degree and certificate programs from around the world in planning, urban design, transportation, community and economic development, architecture, sustainability, and more.

The Planetizen Guide to Graduate Urban Planning Programs is a popular resource for planning students and academics, **attracting high volumes of online traffic.**

Directory Landing Page



SCHOOL DIRECTORY BANNER

Featured prominently on the School Directory landing page and standard school profile pages.

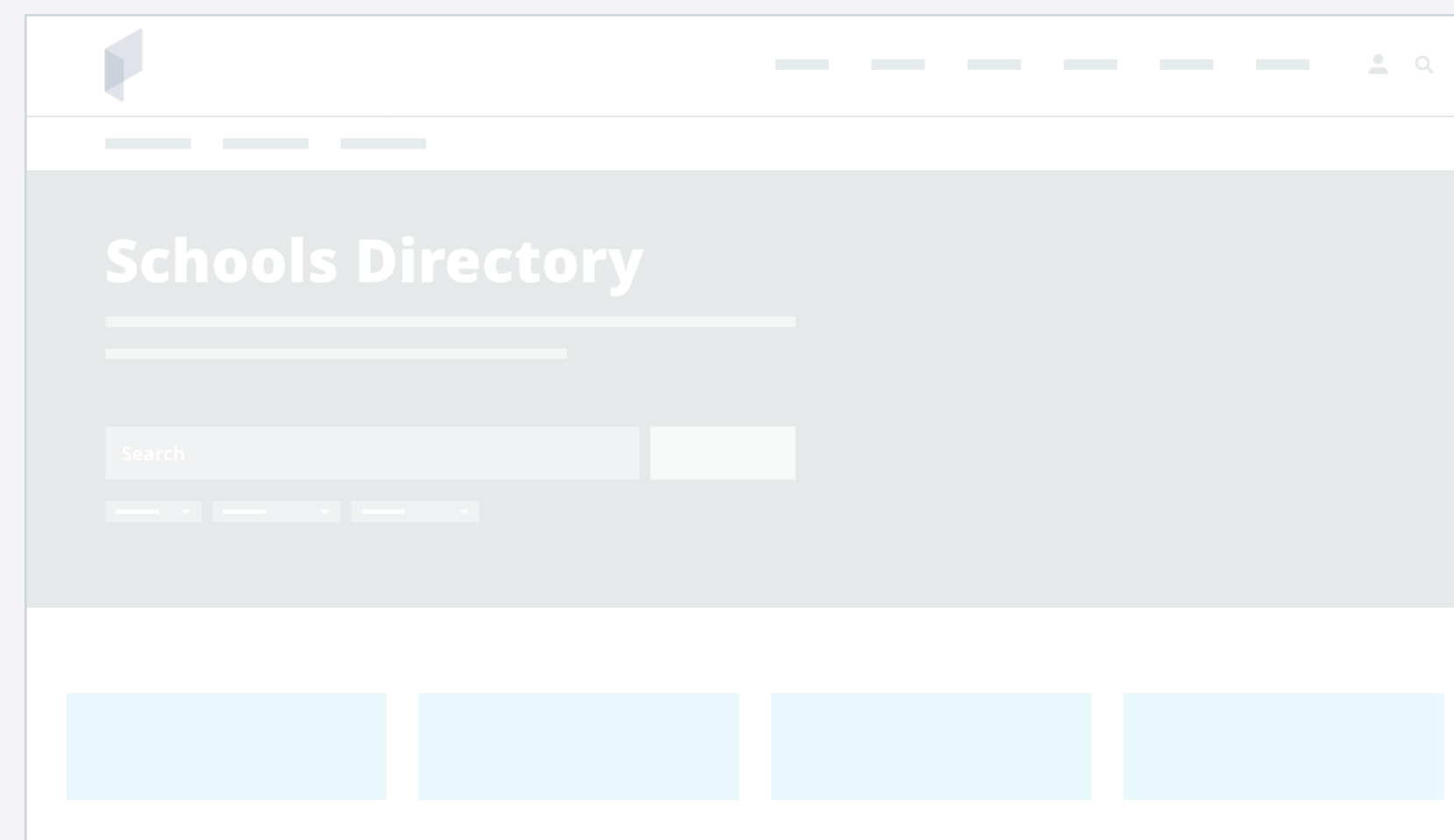
Planetizen is the #1 Google search result for “urban planning school” and “urban planning programs.”

Program Profiles

Stand out from the pack and let students know what makes your program great with an expanded directory profile.

Expanded profile page includes logo, images, description, and social media links. There are also no other outside ads on this custom page.

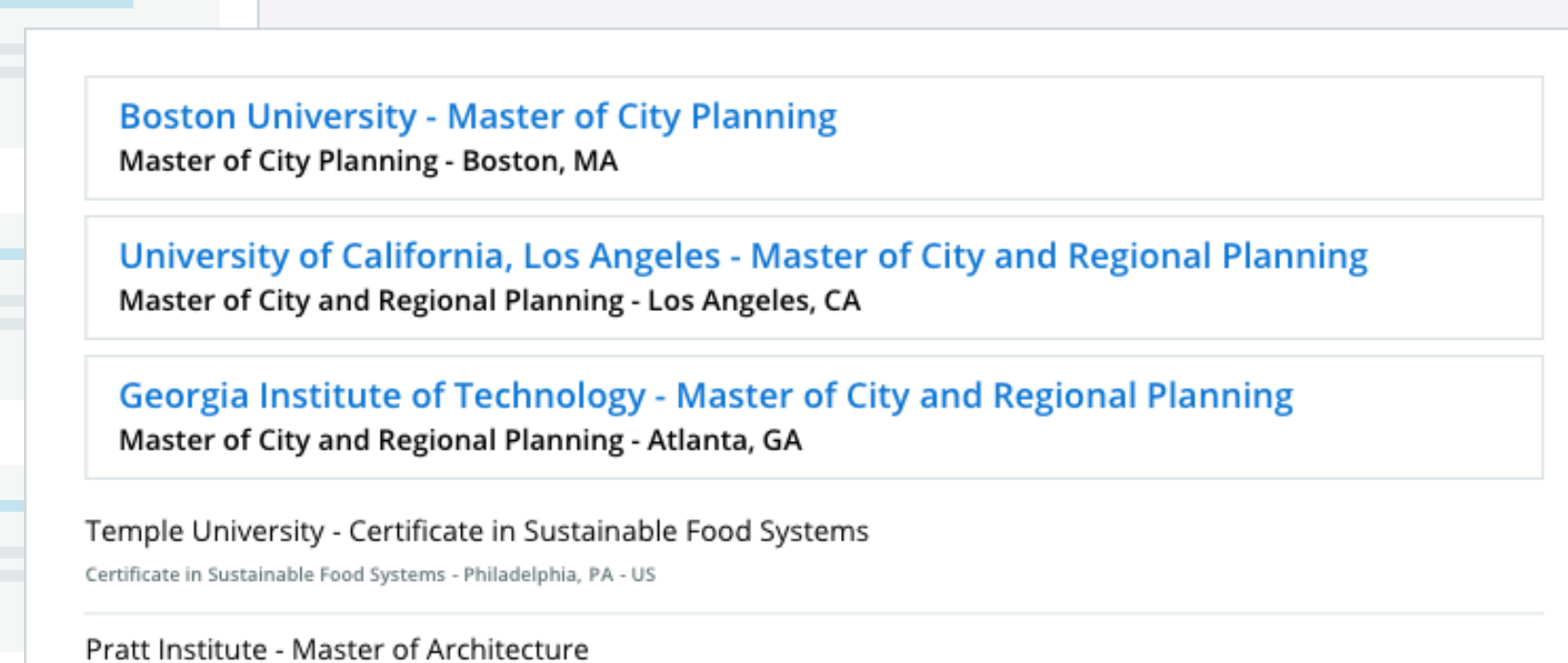
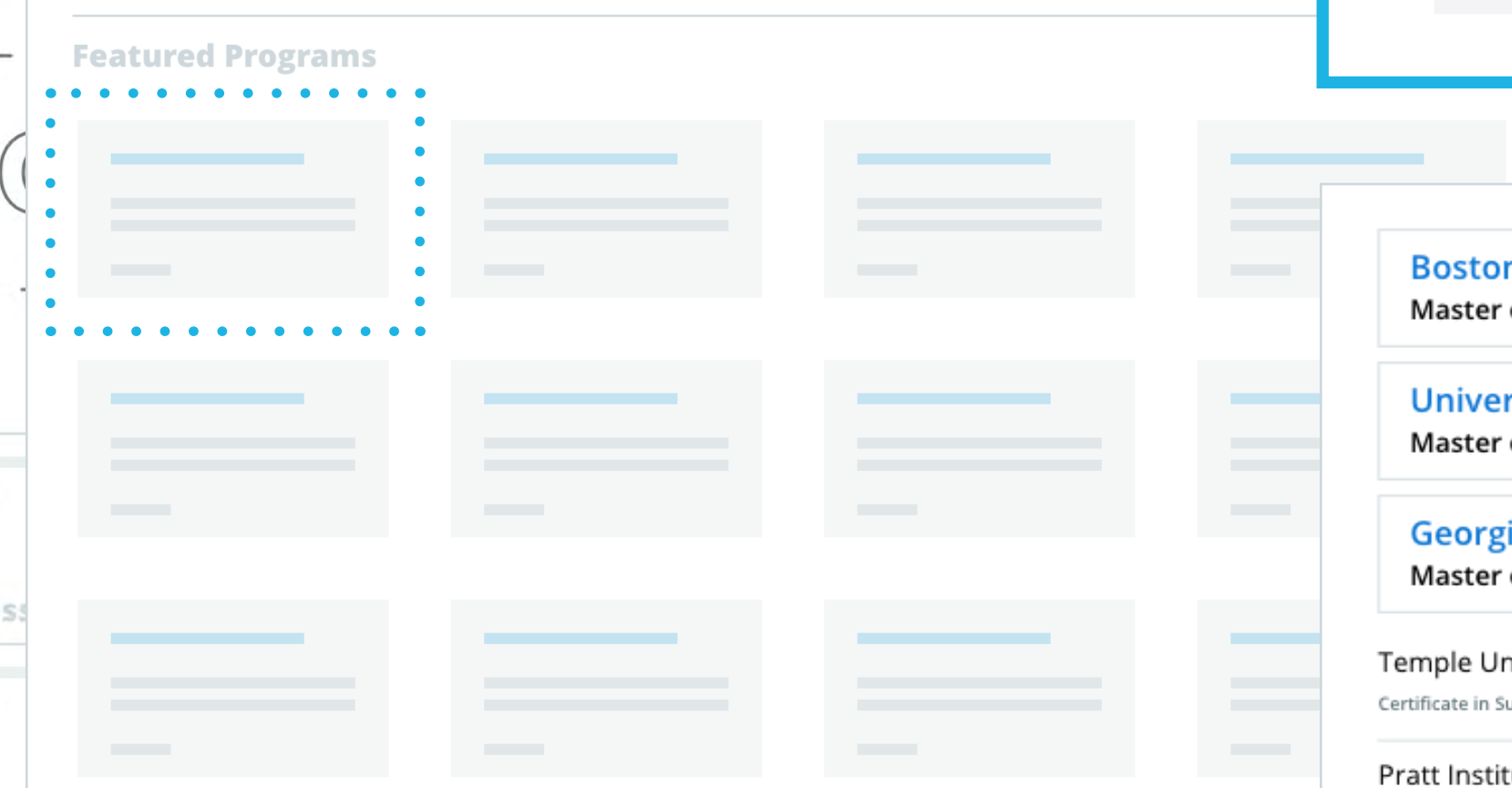
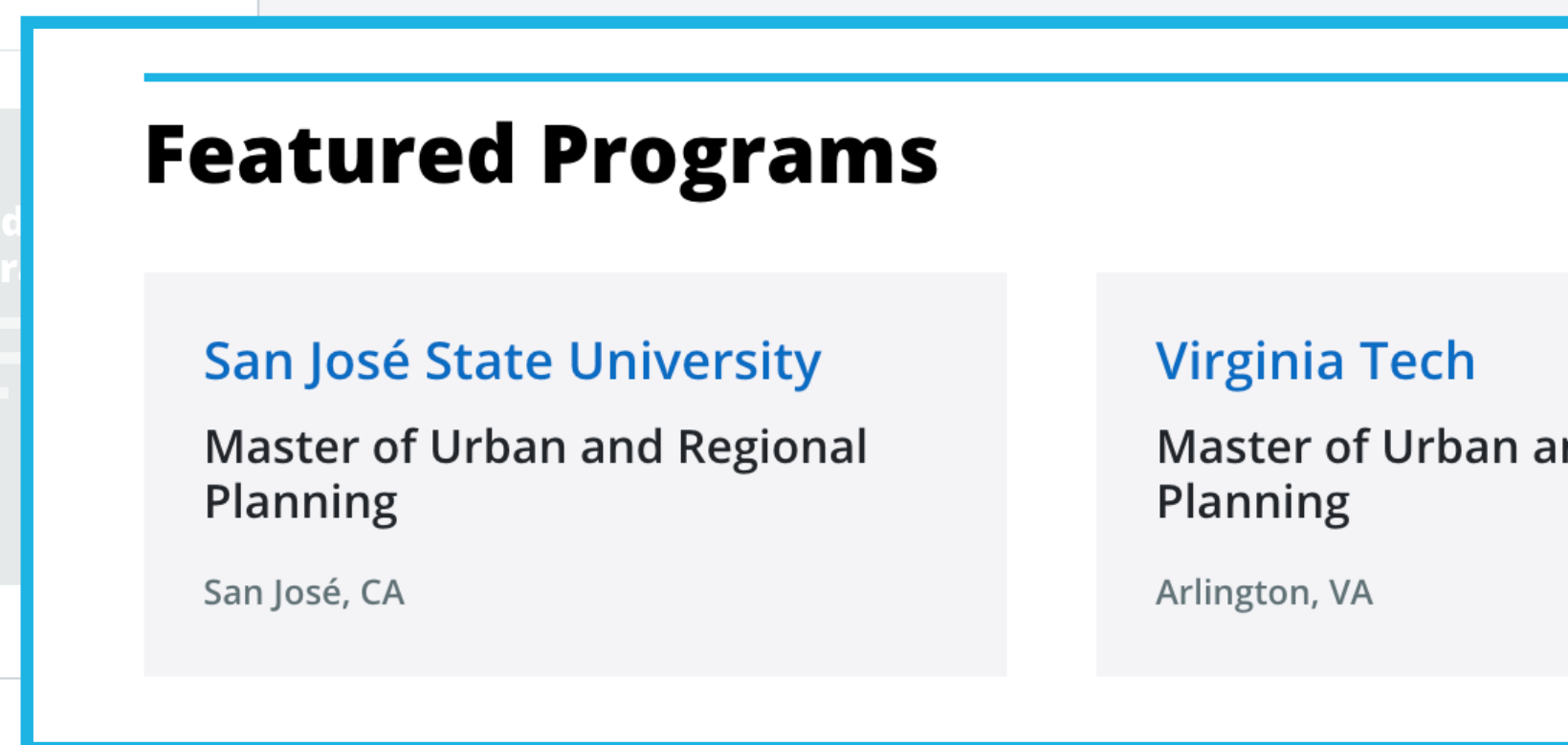
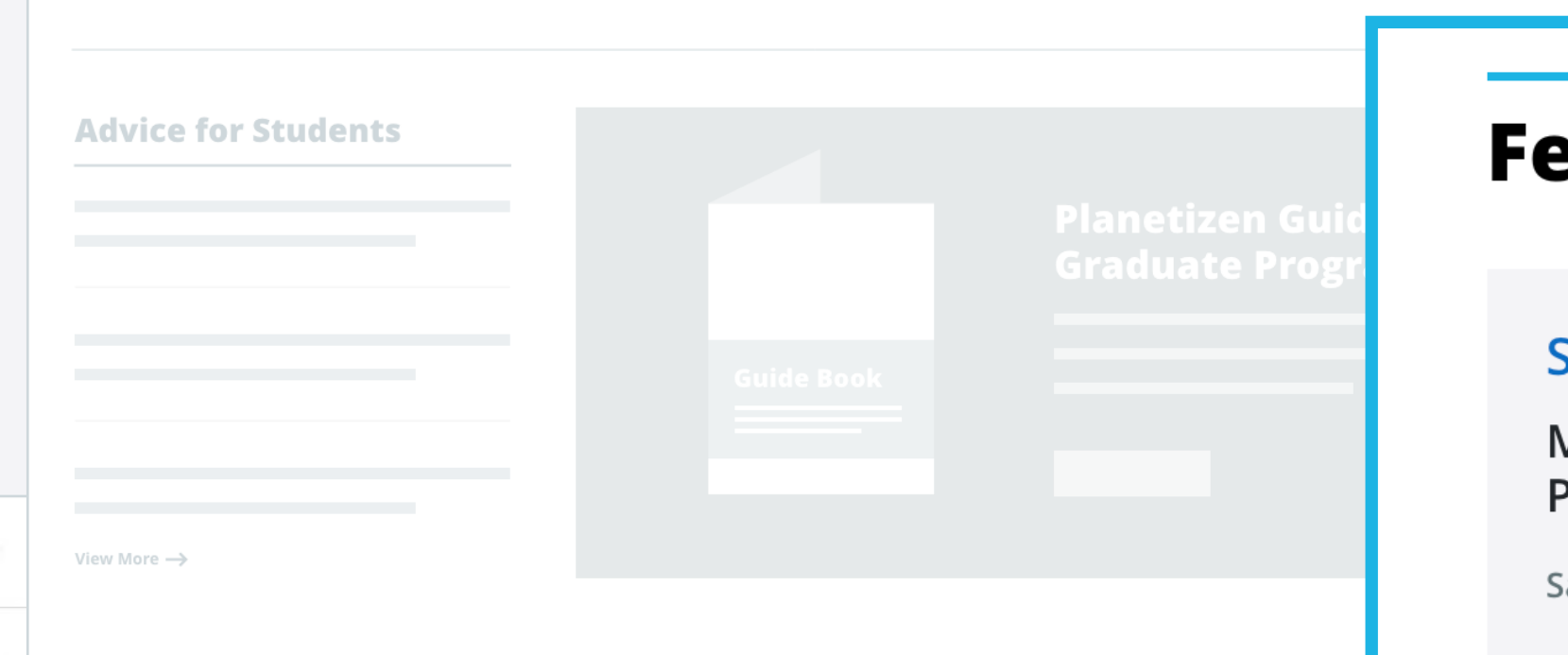
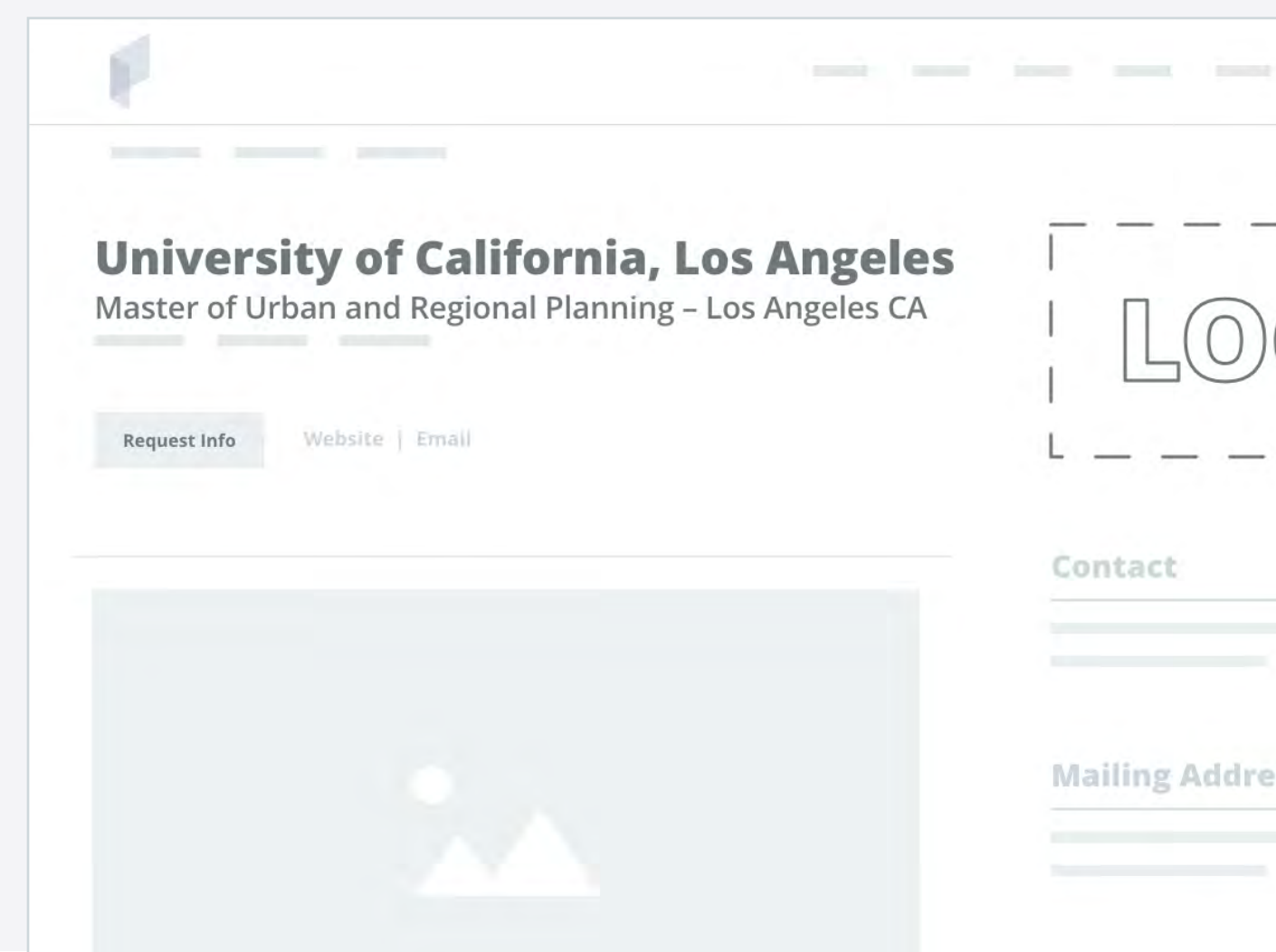
Directory Landing Page



FEATURED PROGRAM PROFILE

Benefits include being featured on Directory Landing page, expanded profile page and profile is highlighted in search results of the Directory Search page.

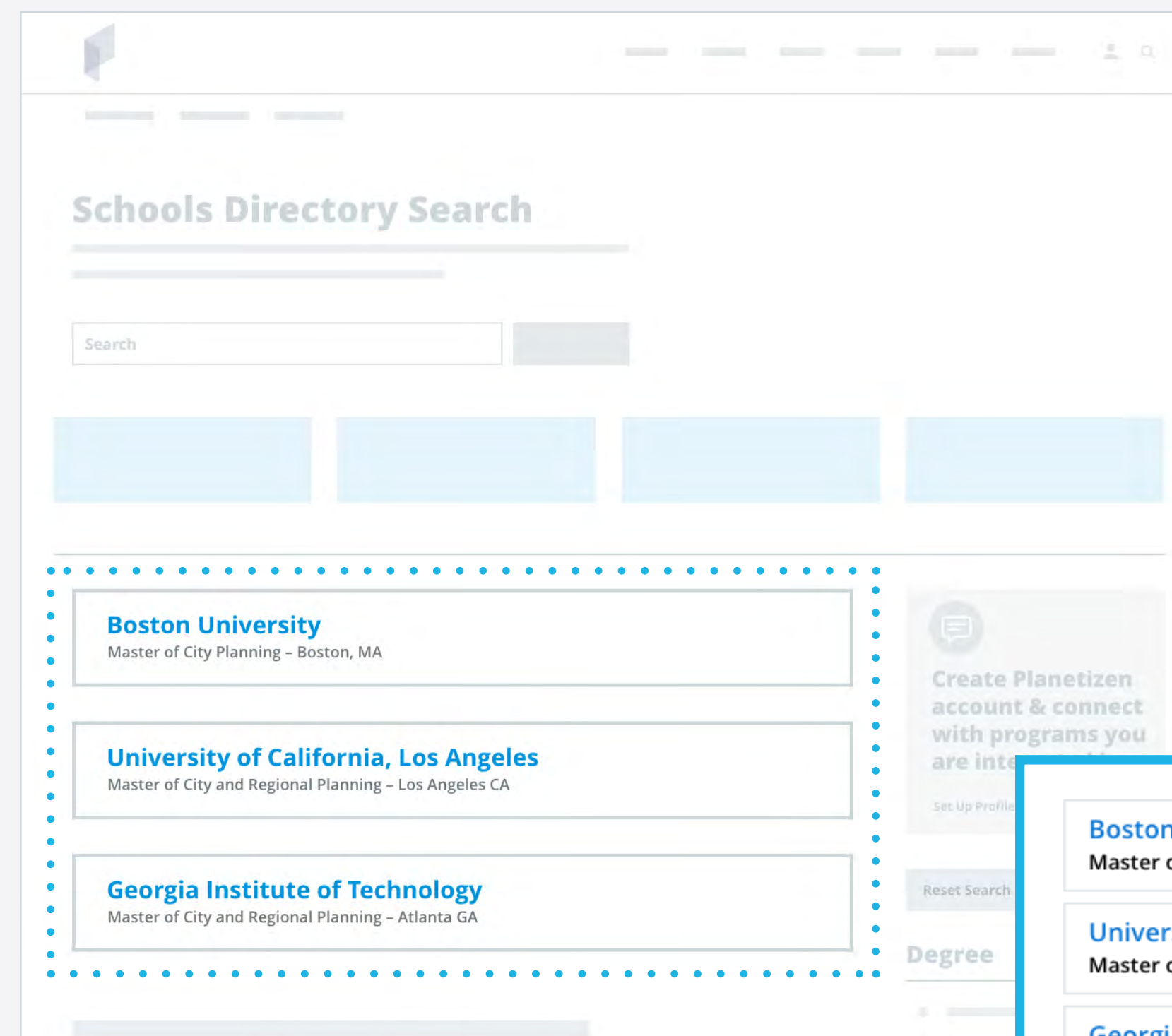
Expanded Profile



Program Profiles

In the 2020-2021 application cycle, **Planetizen reached 78% of all students** who apply to graduate urban planning programs.

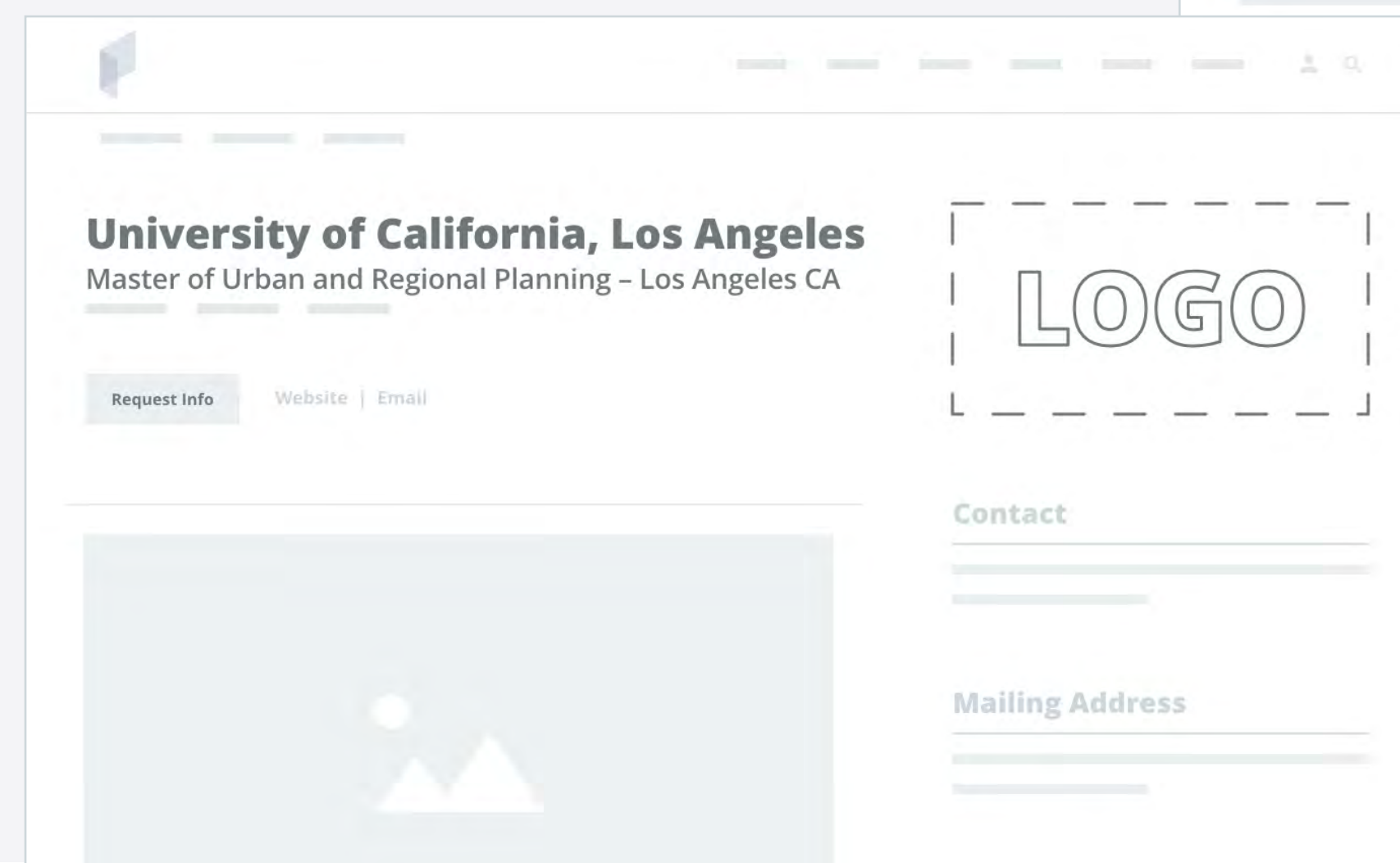
Directory Search Page



ENHANCED PROFILE PACKAGE

Benefits include expanded profile page without outside advertising and profile is highlighted in the search results of the Directory Search page.

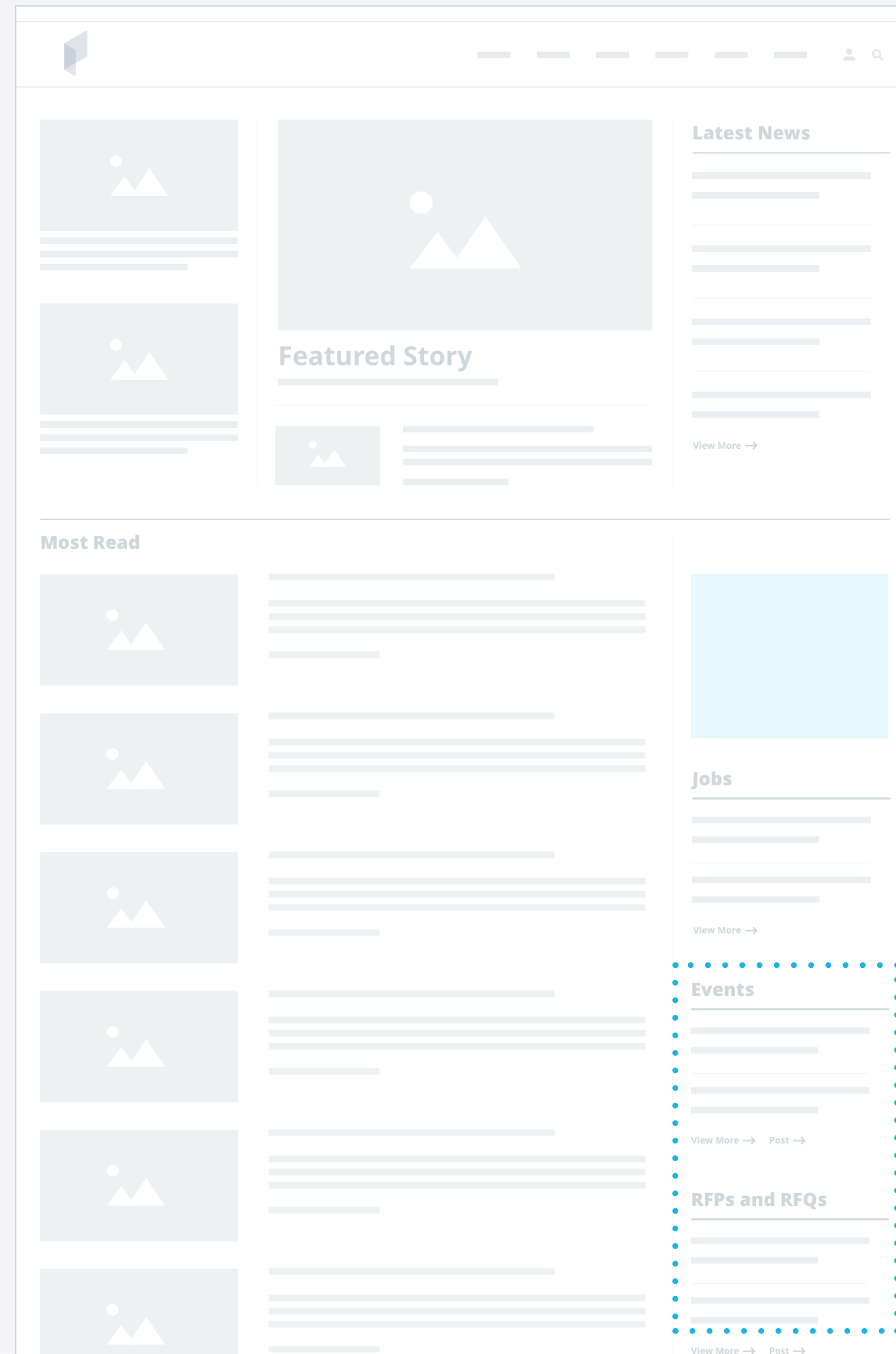
Expanded Profile



Announcements

Announcements for Events, RFPs, and RFQs appear on the Planetizen home page and in the sidebar throughout the site for a minimum of two days, plus inclusion in the Newsletters.

Home Page



Events

Reimagining Retail: Seizing Opportunities on Main Street and in Ecommerce

Harvard University Graduate School of Design - Executive Education

International Consultation on the Project of Hot Springs Island, Xiangshan Bay

Zhongshan Municipal Bureau of Natural Resources

New Reports and Data from PD&R

HUD's Office of Policy Development and Research

[View More](#) → [Post Event](#) →

RFPs and RFQs

Zoning Code Updates to implement the Regional Plan and Specific Plans

City of Flagstaff

Comprehensive Zoning Code Update

City of Tulare

Mobility Plan

City of Brownsville, Texas

[View More](#) → [Post RFP](#) →

Newsletters and Social Media

NEWSLETTER PACKAGE

An exclusive, prominent block for a text ad and link—included for one week in Newswire and Jobswire emails sent to **over 24,000 opt-in subscribers.**

SOCIAL MEDIA PACKAGE

The Planetizen social media package includes an announcement published on the website, posted to the Planetizen Facebook and Twitter communities, and included in the Newswire and Jobswire emails.



Job Listings

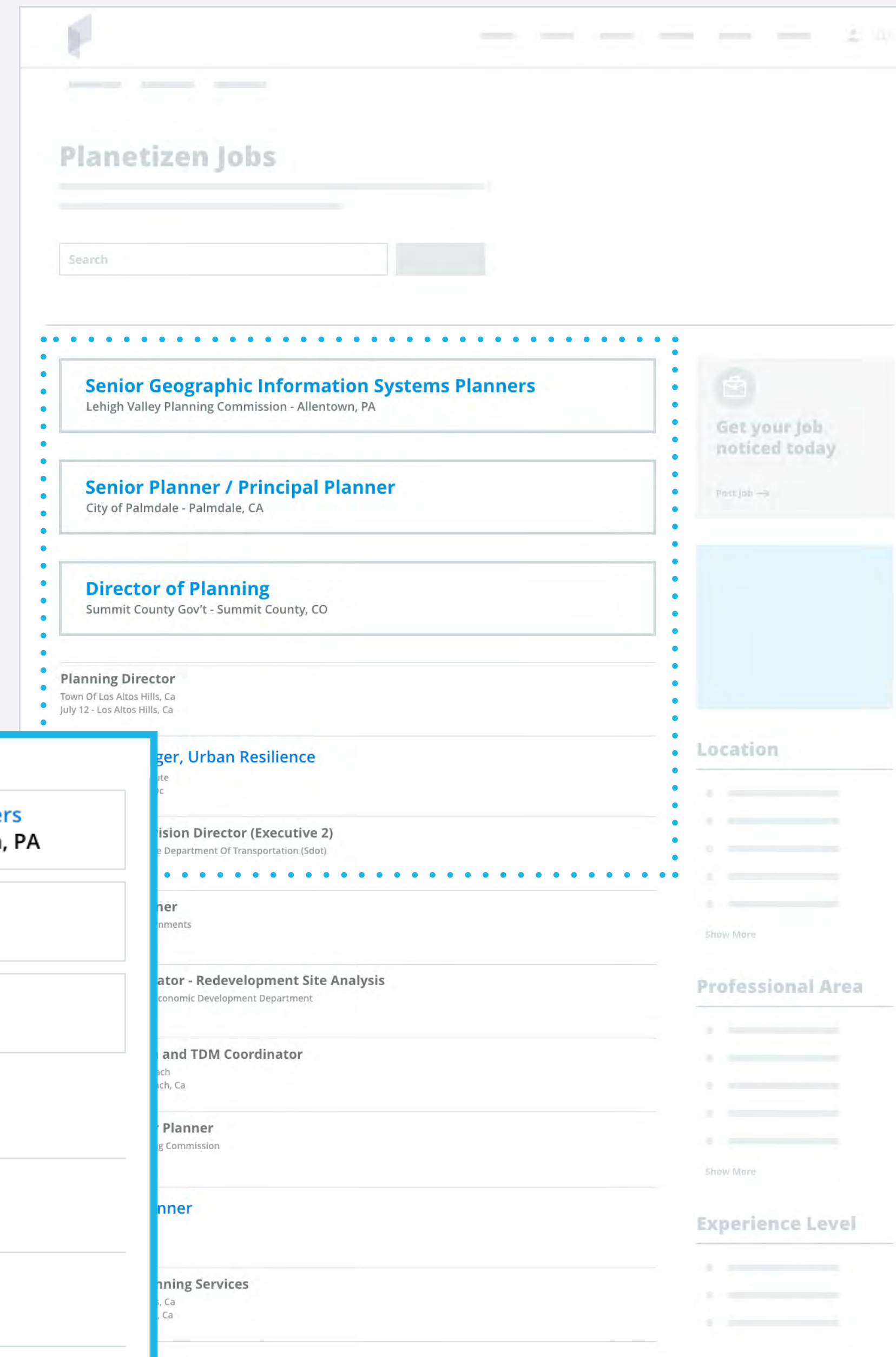
Reach Planetizen's massive audience of planners, designers, architects, developers, academics, and other professionals working in the built and natural environments.

STANDARD LISTING

30 Day Job Posting

- Included in Jobswire

Jobs Page



ENHANCED LISTING

45 Day Job Posting

- Included in Jobswire
- Included in Newswire
- Featured on Homepage
- Featured in Sidebar
- Prominent Display

PREMIUM LISTING

60 Day Job Posting

- Included in Newswire
- Included in Jobswire
- Featured on Homepage
- Featured in Sidebar
- Featured on Twitter
- Prominent Display

PREMIUM LISTING	Senior Geographic Information Systems Planners Lehigh Valley Planning Commission - Allentown, PA
	Senior Planner / Principal Planner City of Palmdale - Palmdale, CA
	Director of Planning Summit County Gov't - Summit County, CO
STANDARD LISTING	Planning Director Town of Los Altos Hills, CA July 12 - Los Altos Hills, CA
ENHANCED LISTING	Senior Manager, Urban Resilience The Urban Land Institute July 12 - Washington, DC
	Operations Division Director (Executive 2) City of Seattle / Seattle Department of Transportation (SDOT) July 9 - Seattle, WA

Planetizen Advertisers



Pricing: Banner Ad Opportunities

SITE WIDE BANNERS

File Specifications

- Site Banner: 300x250 px
- Site Skyscraper: 300x600 px
- Leaderboard: 970x90 px
- Jumbo Leaderboard: 970x250 px
- File Size: 50K or less
- Formats: PNG, GIF, or JPEG

ROS Banner Displays on nearly every page. Rotates between two positions in the sidebar.

	1 Month	3 Months +	6 Months +
Site Banner: 300x250	\$1,725	- 10%	- 15%
Site Skyscraper: 300x600	\$1,995	- 10%	- 15%

Leaderboard Banner Displays top of site on every page.

	1 Week	2 Weeks	4 Weeks
Leaderboard: 970x90	\$850	- 10%	- 15%
Jumbo Leaderboard: 970x250	\$1,250	- 10%	- 15%

TERMS AND CONDITIONS

- Advertisements are positioned on a first come, first served basis.
- Planetizen reserves the right not to accept ads for any reason.
- Planetizen does not guarantee numbers of page views, clicks, hits, or readership of an ad.
- Planetizen is not liable for any errors in text, content, artwork, or any other aspect of an electronic ad.
- Ads will be placed within two business days of receipt of artwork.
- Planetizen reserves the right to add or remove advertisers at any time.
- Payment terms are net 30 days.

Pricing: Additional Opportunities

SCHOOL DIRECTORY BANNER

File Specifications

- File Size: 300x100 px
- File Size: 50K or less
- Formats: PNG, GIF, or JPEG

DIRECTORY PROGRAM PROFILES

Program Profile Requirements

- Logo: 300px wide maximum
- School image: 720px wide minimum
- File Size: 50K or less
- Formats: PNG or JPEG

School Directory Banner

School Banner Featured prominently on directory front page and on search, student profile, and standard school profile pages.

1 Month

6 Months

1 Year

\$950

\$5,000

\$9,000

School Directory Program Profiles

Enhanced Program Profile Benefits include expanded profile page, no outside advertising, highlighted in search results.

6 Months

1 Year

\$450

\$750

Featured Program Profile Benefits include being featured on Directory landing page, expanded profile page, no outside advertising, highlighted in search results.

\$1,200

\$2,100

Pricing: Additional Opportunities

NEWSLETTER ADVERTISEMENTS, ANNOUNCEMENTS, AND JOBS

Specifications

- Text Only

Announcements

	Number	Rate
Event and RFP/RFQs Announcement	1X	\$99.95
Social Media Package	1X	\$329
Newsletter Package	1 week	\$499
Premium Announcement Package	1 week	\$625

Jobs

	Number	Rate
Standard Listing	30 days	\$99.95
Enhanced Listing	45 days	\$149.95
Premium Listing	60 days	\$199.95



Contact Us

E: advertise@planetizen.com

W: planetizen.com/advertise

P: 877-260-PLAN (7526)

M: 3530 Wilshire Blvd., Suite 1355
Los Angeles, CA 90010