Planetizen

2022 Media Kit

planetizen.com/advertise
advertise@planetizen.com
877-260-PLAN (7526)
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 inspires and informs the people working for a safer, healthier, and more prosperous world.
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

3.9M Visitors
1.8M Unique Visitors
3.9M Page Views
100,000+ Content Pages

77,000+ Twitter Followers
23,500+ Facebook Followers
22,000+ Newsletter Subscribers
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.

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

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.
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.
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.
Program Profiles

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

**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

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**STANDARD 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

- **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
**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

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

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

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>3 Months +</th>
<th>6 Months +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Banner: 300x250</td>
<td>$1,725</td>
<td>- 10%</td>
<td>- 15%</td>
</tr>
<tr>
<td>Site Skyscraper: 300x600</td>
<td>$1,995</td>
<td>- 10%</td>
<td>- 15%</td>
</tr>
</tbody>
</table>

### Leaderboard Banner
Displays top of site on every page.

<table>
<thead>
<tr>
<th></th>
<th>1 Week</th>
<th>2 Weeks</th>
<th>4 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: 970x90</td>
<td>$850</td>
<td>- 10%</td>
<td>- 15%</td>
</tr>
<tr>
<td>Jumbo Leaderboard: 970x250</td>
<td>$1,250</td>
<td>- 10%</td>
<td>- 15%</td>
</tr>
</tbody>
</table>
### Pricing: Additional Opportunities

#### School Directory Banner

<table>
<thead>
<tr>
<th></th>
<th>1 Month</th>
<th>6 Months</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>School Banner</strong></td>
<td>$950</td>
<td>$5,000</td>
<td>$9,000</td>
</tr>
<tr>
<td>Featured prominently on directory front page and on search, student profile, and standard school profile pages.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Directory Program Profiles

<table>
<thead>
<tr>
<th></th>
<th>6 Months</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enhanced Program Profile</strong></td>
<td>$450</td>
<td>$750</td>
</tr>
<tr>
<td>Benefits include expanded profile page, no outside advertising, highlighted in search results.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Featured Program Profile</strong></td>
<td>$1,200</td>
<td>$2,100</td>
</tr>
<tr>
<td>Benefits include being featured on Directory landing page, expanded profile page, no outside advertising, highlighted in search results.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 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
## Pricing: Additional Opportunities

**NEWSLETTER ADVERTISEMENTS, ANNOUNCEMENTS, AND JOBS**

### Specifications
- Text Only

### Announcements

<table>
<thead>
<tr>
<th>Announcement Type</th>
<th>Number</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event and RFP/RFQs Announcement</td>
<td>1X</td>
<td>$99.95</td>
</tr>
<tr>
<td>Social Media Package</td>
<td>1X</td>
<td>$329</td>
</tr>
<tr>
<td>Newsletter Package</td>
<td>1 week</td>
<td>$499</td>
</tr>
<tr>
<td>Premium Announcement Package</td>
<td>1 week</td>
<td>$625</td>
</tr>
</tbody>
</table>

### Jobs

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Number</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Listing</td>
<td>30 days</td>
<td>$99.95</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>45 days</td>
<td>$149.95</td>
</tr>
<tr>
<td>Premium Listing</td>
<td>60 days</td>
<td>$199.95</td>
</tr>
</tbody>
</table>
Contact Us

E: advertise@planetizen.com
W: planetizen.com/advertise
P: 877-260-PLAN (7526)
M: 3530 Wilshire Blvd., Suite 1285
Los Angeles, CA 90010