

2013

Going for Green

Environmental Innovations Guidebook

AD CLOSE DATE:
March 13, 2013

MATERIAL DUE DATE:
March 15, 2013

ISSUE DATE:
May 2013

Canada is a world leader in innovative environmental services for the energy sector, with Alberta-based companies, governments and industry organizations at the forefront of that leadership.

This unique guidebook and directory will showcase the key elements of how Canadian companies and governments are innovating around key technologies, processes and policies to ensure our hydrocarbon resources are developed in a sustainable and responsible way.

While the scope of *Going for Green* is the entire range of environmental services, it will highlight key aspects of the oilsands, shale oil and shale gas sectors.

AUDIENCE

Going for Green is designed to be of use to anyone interested in leading practices in the environmental services world.

In that sense, it will be useful for everyone from investors and environmental practitioners to researchers and government officials.

It is intended as a two-way mirror: for the world to look in on Alberta-based innovations and initiatives and simultaneously to help Albertan and Canadian companies understand the vast opportunity spectrum associated with environmental services.

Air, Water, Land

Going for Green will focus on environmental innovations—products and services—as they relate to air, water and land. The overall “success story” will be told in a variety of ways, with the ultimate goal of creating a one-stop content shop to understand all there is to know about the key components on the environmental services landscape. Subject areas will include:

BEST-PRACTICES SHOWCASE: Profiles of key companies, technologies and innovations leading in the environmental innovations world

GOVERNMENT RESEARCH: Profiles of the key players on the government-funded environmental research front

GOVERNMENT OF ALBERTA POLICY: Overview of key policy and regulatory initiatives, ranging from air monitoring and land-use frameworks to one-window regulation and technology incentives

POST-SECONDARY RESEARCH AND PROGRAMMING: Updates on world-class environmental pure and applied research programs in key Alberta universities, polytechnics and colleges

PEOPLE, POLICY AND PROCESSES: Profiles of the various leaders and leadership initiatives related to environmental innovations

DIRECTORY AND DATABASE: Comprehensive listings of key companies, organizations and institutions associated with environmental products, services, research, policy and regulation

A UNIQUE PARTNERSHIP

Going for Green is a unique venture between JuneWarren-Nickle's Energy Group, the Canadian Society of Unconventional Resources (CSUR), the Canadian Heavy Oil Association (CHOA) and the Government of Alberta. The Guidebook's content and focus are results of the combined skills and expertise of the respective partners, ensuring comprehensive coverage. The partnership dynamic ensures both depth and breadth across the environmental services spectrum— with a specific focus thematically on how industry and government collaborate on key initiatives. In many ways, this is what sets Alberta apart from the rest of the world in terms of environmental stewardship.

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Your Message, Your Focus: A Global Context

How Canadian companies tackle opportunities presented by environmental challenges will in many ways define Canada's role in the global energy marketplace. Canada is currently seen as a leader, both in the way it innovates around environmental policy and regulation and how companies respond innovatively to new rules and regulations. Alberta in particular is a showcase for world-class leadership in the environmental services space. Ensuring your company's presence in *Going for Green* will help raise the profile of your products and services domestically and internationally—and will solidify your position as one of the key leaders in the field.

DISTRIBUTION AND CONTENT DELIVERY

Going for Green will enjoy global distribution through a unique variety of networks and channels as well as three unique content-delivery platforms—print, digital and an associated web-based database.

12,000 PRINT COPIES WILL BE AVAILABLE

at trade shows and conferences, via targeted mailing, through key government trade and consular offices, and by way of CSUR and CHOA. Over 300 print copies will also be circulated to key energy officials in the federal governments of Canada and the U.S. and made available to the U.S. Commercial Service arm of the American government.

A SPECIAL EVENT KICKOFF

in April 2013—through our popular Speaker Series—will officially launch *Going for Green* to a select energy industry audience as speakers address key environmental issues.

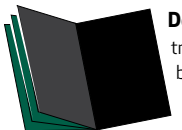
THE DIGITAL EDITION

will offer high-quality online viewing, interactivity and ad click-throughs, and will be promoted extensively through key internal energy outreaches.

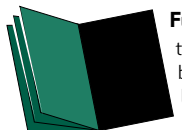
DATABASE COMPONENT

will ensure that companies, organizations, associations and governments have a permanent tool by which to access important environmental information.

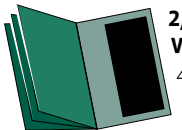
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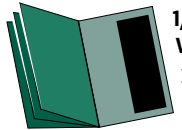
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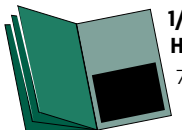
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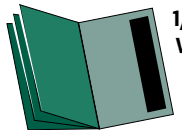
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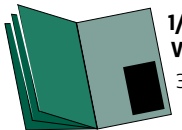
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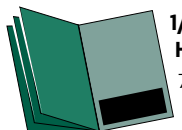
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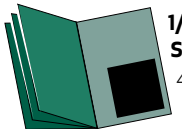
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1/4 Page Horizontal
7.0625" x 2.25"



1/3 Page Square
4.625" x 4.625"

ADVERTISING RATES

REGULAR ADVERTISING	1x
Double-page spread	\$ 11,010
Full page	6,390
2/3 v	5,090
1/2 v or h	3,890
1/3 sq or v (h not available)	2,890
1/4 v or h	2,310
COVERS	1x
Outside back	\$ 9,200
Inside front	8,590
Inside back	8,590

For a 20% surcharge, you can guarantee one of a selection of available positions. For details on guaranteed placement requests, please contact your sales representative.

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