



# Green Schools Catalyst Quarterly

SPONSOR KIT | 2017



# VISION

All schools and school districts are green, healthy, and sustainable

# MISSION

GSNN provides PreK-12 teachers, administrators, leaders, and professionals with evidence-based resources and tools to transform schools for a sustainable future



**Green Schools National Network (GSNN) collaborates with educators, government and non-governmental organizations and agencies, as well as private partners to create broad-based initiatives and successful strategies aimed at fostering healthy, sustainable K-12 schools across the United States. GSNN is devoted to accelerating student achievement through the implementation of green, healthy, and sustainable practices as outlined in our GreenPrint® for Green, Healthy, and Sustainable Schools.**

## WHY YOU SHOULD SUPPORT OUR EFFORTS

- Sustainability is the driver of innovation in education
- Leadership is the key to creating sustainable schools
- High quality professional learning opportunities inspire educators to transform their schools
- Innovation is fostered through collaboration with change makers.

More than \$145 billion is needed to maintain, operate, and renew facilities so that they provide healthy and safe 21st century learning environments. (2016 State of our Schools)

New policy mandates require schools to develop integrated and real-world curriculum and assessments to address state and national standards.

Education for sustainability provides a compelling context for learning, increases student engagement, and is a catalyst for increased student achievement.

Project-based learning, a cornerstone of green school pedagogy, has been shown to yield a number of student benefits, ranging from deeper learning of academic content to a stronger motivation to learn.

Let GSNN put together a package that will allow you to help shape the future of K-12 education.

# **GREEN SCHOOLS CATALYST QUARTERLY**

The Green Schools Catalyst Quarterly (GSCQ) is only publication dedicated to the advancement of green, healthy, sustainable K-12 schools. The GSCQ is a peer reviewed, high interest digital magazine that highlights evidence-based practices for replication in green, healthy, sustainable schools. GSCQ will explore issues in-depth, including qualitative and quantitative research, including columns that report on and explore emergent issues.

GSCQ is just one piece of GSNN's effort to gather, synthesize, generate, and report evidence-based resources that include practical tools, news, and commentary for the green, healthy, and sustainable schools community. GSNN also produces a monthly, topic driven e-newsletter, GreenNotes; publishes a weekly blog post on its website; and is active on social media (Twitter, Facebook, and LinkedIn). In 2017, GSNN launched a network of schools committed to a rigorous research, evaluation and dissemination project that will empower schools and school leaders to tell their stories of transformation.

## **GOALS OF GSCQ**

- Publish high quality original content representing advancements in the knowledge base of green, healthy, sustainable schools;
- Provide a forum for critical evaluations of innovations and controversies within the green schools movement;
- Provide a forum for discussion of sustainability as the driver of innovation in education; and
- Provide information about national and international developments affecting green, healthy, sustainable schools.

## **GREEN SCHOOLS CATALYST QUARTERLY CONTENT**

Because best practices that support green, healthy, sustainable schools can transform the management, operations, instructional practices in schools and school districts, GSCQ will focus on deepening our understanding of how the triple bottom line of sustainability can be leveraged by preK-12 to:

- Improve Ecological Systems;
- Improve Health and Well Being;
- Improve Learning for Sustainability; and
- Increase Student Achievement

Each issue will feature articles that demonstrate the crosscutting nature of these themes and the impact they have on the physical, social, emotional, and academic performance of all who work and learn in preK-12 schools.

Every issue of GSCQ will include articles that represent a balance of case studies, research, and practical application from varied perspectives. GSCQ will also feature a set of regular columns that focus on emergent topics and be authored by thought leaders, teachers, school principals, district superintendents, and students.

## DISTRIBUTION

Sponsors of GSCQ increase our capacity to advance the green schools movement by widening the distribution of the magazine. As we negotiate additional communication outlets within the preK-12 community, we expect to reach more than 50,000 teachers, principals, and superintendents in the first year of publication. Within two years, GSCQ will be available to teachers and leaders in all 14,000 school districts and 133,000 schools in the United States.

## EDITORIAL BOARD

The quality of any magazine is dependent on the quality of its editorial board. The GSCQ Editorial Board is made up of individuals whose judgment is highly regarded within the green schools community. Current members of the editorial board include:

- **Jill Buck**, Executive Director and Founder, Go Green Initiative and Go Green Radio
- **Jaimie Cloud**, President and Founder, Cloud Institute for Education for Sustainability
- **Sharon Danks**, President and Founder, Green Schoolyards America
- **Anisa Heming**, Director, Center for Green Schools at USGBC
- **Jerry Lieberman**, Executive Director and Founder, SEER
- **Lisa Kensler**, Emily R. and Gerald S. Leischuck Endowed Associate Professor and Program Coordinator, Educational Leadership
- **Wyck Knox**, Partner, VMDO Architects
- **Stephany Mason**, Technical Director, Collaborative for High Performance Schools
- **Victor Nolet**, Professor of Education, Western Washington University
- **Bill Orr**, Retired Executive Director, Collaborative for High Performance Schools
- **David Sobel**, Professor of Education, Antioch Graduate School of New England
- **William Sterrett**, Program Coordinator, University of North Carolina Wilmington
- **Cynthia Uline**, Professor of Education Leadership, San Diego State University

## SPONSORSHIP VS. ADVERTISEMENTS

Space will be available for corporate, nonprofit, education and governmental sponsors in GSCQ and through other GSNN publications. Per IRS rules, GSNN will be able to acknowledge sponsors by mentioning or displaying the following in GSCQ without compromising our nonprofit status: company name, company logo, product lines, and contact information (address, phone number, web address). When desired, GSNN can also display or distribute a sponsor's products to the general public at a sponsored activity or event.

The IRS defines advertising as any sponsor recognition or message that includes the following: qualitative or comparative language; price information or indications of saving or value; or a call to purchase, sell, or use the sponsor's products or services. To avoid crossing this line, GSNN will need to refrain from providing coupons, endorsements, or comparisons to a sponsor's competitors.

The purpose of providing sponsorship of GSCQ is to cover the cost of publishing and provide useful information to subscribers and the green schools community. GSNN reserves the right to refuse for publication any advertisement it deems unacceptable to its mission and to the guidelines for sponsorship provided by the IRS.



# **PUBLISHING SCHEDULE**

## **Fall 2017**

### **INNOVATING FOR A SUSTAINABLE FUTURE**

The fall issue will focus on the future of the green schools movement. Articles will address what needs to be accomplished to scale up current efforts across the three pillars of a green, healthy, sustainable school to ensure the movement continues its forward momentum for generations to come. We will feature voices from all stakeholders in the movement: education decision makers, school leaders, teachers, students, NGOs, and corporate partners.

*Sponsorship Materials Close: July 15, 2017*

*Publication Date: September 1, 2017*

## **Winter 2017**

### **Local, State, and Federal Policy**

Local, state, and federal policy all play a role in driving the success of green, healthy, and sustainable schools. This issue of the Catalyst will explore the interdependence of federal, state, and local policy and their impact on schools, districts, and students. Articles will cover trends in policy related to green, healthy, sustainable schools; lessons learned by districts, states, and at the federal level; initiatives that are leveraging policy at all scales; and case studies of districts with strong policies that are leading by example.

*Sponsorship Materials Close: October 15, 2017*

*Publication Date: December 1, 2017*

## **Spring 2018**

### **Net Zero Schools – Waste, Water, and Energy**

Net zero is the future of school design. This issue of the Catalyst will explore what net zero is, how it is being implemented in schools and districts across the country, and its implications for the future of school design, operations, management, curriculum, and instruction. Articles will feature the latest research, case studies of exemplary schools and districts, evidence-based resources, and how schools and districts can apply the lessons learned by others to bring net zero to their facilities.

*Sponsorship Materials Close: January 21, 2018*

*Publication Date: March 1, 2018*

## **Summer 2018**

### **Curriculum that Advances Environmental and Sustainability Literacy**

The third pillar of green, healthy, sustainable schools is focused on curriculum and instruction that advance civic engagement and education for sustainability (EfS). While articles in this issue will focus on curriculum, instruction, and how EfS can be differentiated from other progressive education initiatives, this issue will also address the crosscutting nature of the third pillar by highlighting how EfS can support school and district efforts to decrease environmental impact and improve the social, emotional, and physical well-being of students and their communities.

*Sponsorship Materials Close: April 15, 2018*

*Publication Date: June 1, 2018*

## WHY GSCQ?

**ONE OF SIX  
PEOPLE**  
that's close to 60 million  
go to work or learn in a  
school every day.

**GSCQ is the resource that green schools leaders need to stay informed, grow their expertise, and be inspired to make a positive difference and ensure that everyone can work, learn, and play in a healthy, sustainable school each and every day.**

### **Common Vision**

GSCQ provides a unifying vision for sustainability as the driver of innovation in K-12 education.

### **Shared Leadership**

GSCQ features authors from all sectors of the green schools movement: teachers, school leaders, district decision makers, state education leaders, corporate partners, communities, parents, and above all, students.

### **Impact**

GSCQ is where the rubber meets the road, providing data, case studies, and research that decision makers can use to move schools, districts, states, and the entire movement to effect positive, impactful change. GSCQ will highlight best practices that:

- Reduce environmental impacts and promote sustainable practices in school buildings and grounds while saving money;
- Improve the health, well-being, and safety of students, teachers, and staff; and
- Increase college and career readiness through the integration of sustainability as a theme that supports 21st century learning.

### **Leverage**

GSCQ highlights trends at the local, regional, and national scale that merit replication. GSCQ collaborates with organizations around the nation to leverage existing infrastructure, policy, and networks to highlight the most strategic opportunities for sustainable change.

### **Inspiration**

From seasoned veterans to beginners, GSCQ provides inspiration for every school and district to nurture increased implementation of best practices.

# **SPONSORSHIP OPPORTUNITIES**

## **LEADING SPONSOR**

**\$10,000+**

- 1 full page color promotion per issue, premium placement.
- Unlimited Custom Links: Words/phrases and images/icons can be made into custom links.
- Integrated Multimedia (Audio or Video) on the promotion: Audio can run in a player that pops up when image or text is clicked; player may also be set to appear when page is opened. Video can be played within the page of the image itself in the image allocated (if the space meets minimum requirements); otherwise, image can be clicked to have the video pop up in a player and run on top of the page.
- Banner Ad for Mobile App
- Leaderboard for Desktop Version (Length of time to be determined per issue based on the number of Leading Sponsors)
- Four co-branded blogging opportunities on GSNN website
- Company logo on GSNN website
- Recognition in GSNN's GreenNotes

## **EMERALD GREEN SPONSOR**

**\$7,500 - \$9,999**

- 1 full page color promotion per issue. Promotions will appear between articles in the text view of the issue.
- Unlimited Custom Links: Words/phrases and images/icons can be made into custom links.
- Integrated Multimedia (Audio or Video) on the promotion: Audio can run in a player that pops up when image or text is clicked; player may also be set to appear when page is opened. Video can be played within the page of the image itself in the image allocated (if the space meets minimum requirements); otherwise, image can be clicked to have the video pop up in a player and run on top of the page.
- Banner Ad for Mobile App
- Three co-branded blogging opportunities on GSNN website
- Company logo on GSNN website
- Recognition in GSNN's GreenNotes

## **FOREST GREEN SPONSOR**

**\$3,500 - \$7,499**

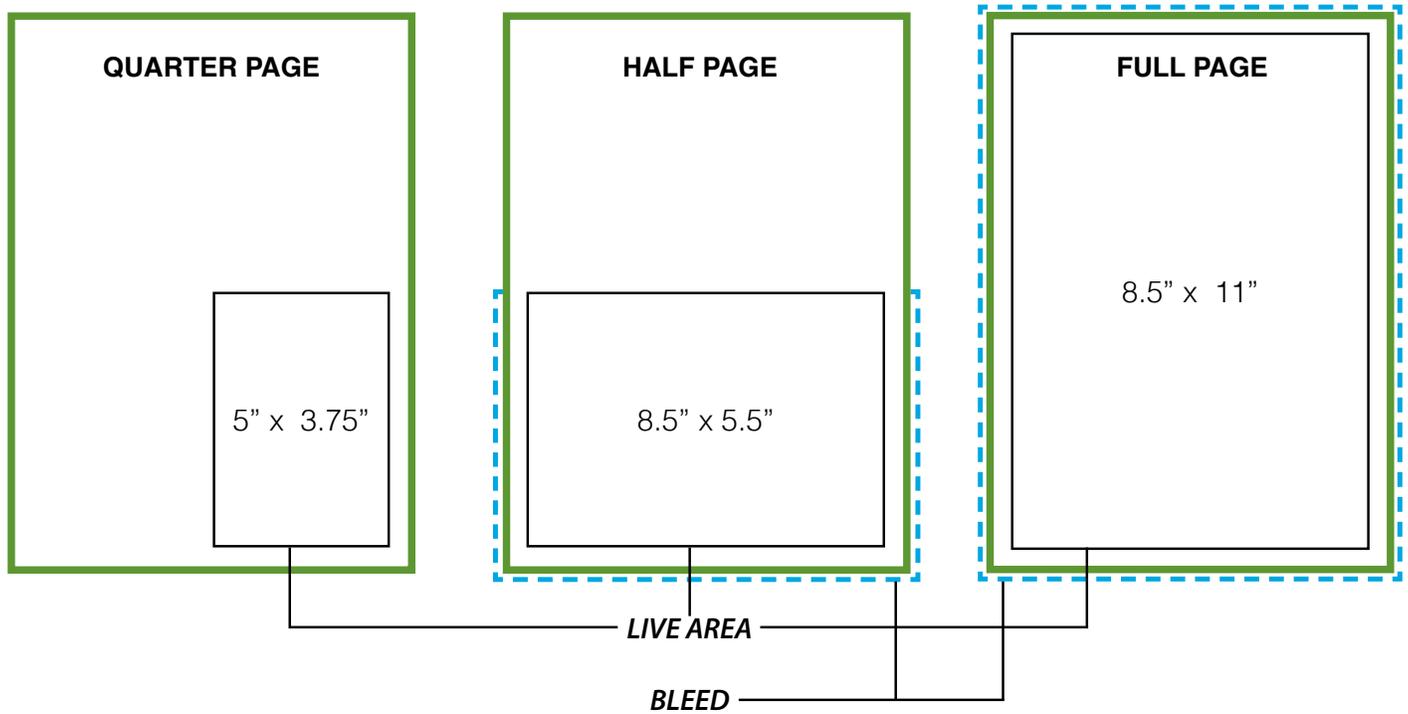
- 1/2 page color promotion in two issues to appear between articles in the text view of the issue
- Unlimited Custom Links: Words/phrases and images/icons can be made into custom links.
- Two co-branded blogging opportunities on GSNN website
- Company logo on GSNN website
- Recognition in GSNN's GreenNotes

## **SUPPORTING SPONSOR**

**\$1,500 – \$3,499**

- 1/4 page color promotion in one issue to appear between articles in the text view of the issue
- Two co-branded blogging opportunities on GSNN website
- Company logo on GSNN website
- Recognition in GSNN's GreenNotes

# MATERIALS SPECIFICATIONS



- Trim Size is 8.5" x 11"
- Bleed size: 1/8" (not available on quarter page)
- High-resolution press-ready PDFs or native files (including fonts and linked art) are required. PDFs must have fonts embedded or outlined.
- Art should be at least 300 dpi at the desired print size
- All Colors should be RGB
- Acceptable file formats:
  - .eps
  - .pdf
  - .jpg
  - .tif

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## Banner Ads

- Static png or jpg image
- 320w x 50h, 728w x 90h, 960 x 90h
- A URL link for each banner ad
- Maximum file size of 200KB for each file





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