



# Green Schools Catalyst Quarterly

SPONSOR KIT | 2021





# 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

**Interested in becoming a sponsor?**

Contact Jennifer Seydel

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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.



- 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 the only publication dedicated to the advancement of green, healthy, sustainable K-12 schools. GSCQ is a peer reviewed, high interest digital journal that highlights evidence-based practices for replication in green, healthy, sustainable schools. GSCQ explores issues in-depth, including qualitative and quantitative research, and includes 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 and instructional practices in schools and school districts, GSCQ focuses on deepening our understanding of how the triple bottom line of sustainability can be leveraged by preK-12 educators to:

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

Every issue of GSCQ features 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. Articles include a balance of case studies, research, and practical application from varied perspectives. GSCQ also features columns that focus on emergent topics and are written 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 journal. We currently reach more than 50,000 educators through our own distribution channels and our distribution partners. Within the next five years, we would like GSCQ to be available to all teachers and leaders working with students in all 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 P. Cloud, President and Founder, Cloud Institute for Education for Sustainability
- Laura Cole, Ph.D., Assistant Professor of Architectural Studies, University of Missouri at Columbia
- Sharon Danks, President and Founder, Green Schoolyards America
- Lisa Dunnebacke, Communications and Membership Director, CHPS
- Anisa Heming, Director, Center for Green Schools at USGBC
- Lisa Kensler, Emily R. and Gerald S. Leischuck Endowed Associate Professor and Program Coordinator, Educational Leadership
- Wyck Knox, Partner, VMDO Architects
- Elisabeth krautscheid, Managing Director, CHPS
- Jerry Lieberman, Executive Director and Founder, SEER
- Stephany Mason, Technical Director, Collaborative for High Performance Schools
- Bill Orr, Retired Executive Director, Collaborative for High Performance Schools
- Abgelia Reid-Griffin, Associate Professor, University of North Carolina Wilmington
- David Sobel, Professor of Education, Antioch Graduate School of New England
- William Sterrett, Program Coordinator, University of North Carolina Wilmington

Editor: Jennifer Seydel, Ph.D., Executive Director, Green Schools National Network

Assistant Editor: Cynthia Merse, Content Manager, Green Schools National Network

## 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.





# GSCQ PUBLISHING SCHEDULE

## Winter 2021 School Safety

School safety is a hot button topic and for good reason. Every child deserves to attend a school where they feel safe, accepted, and cared for. This starts with schools and school districts that take a proactive stance when it comes to addressing student trauma and promoting positive school cultures and climates. This issue of the Green School Catalyst Quarterly explores how schools and school districts can create learning environments that nurture the social-emotional and mental health of students.

*Submission deadline: November 1, 2020*

## Summer 2021 Transformation of School Grounds

School grounds are an untapped resource at many schools and school districts. The rise of green schoolyards across the country demonstrates the potential of these spaces to support hands-on, experiential learning; access to nature; community engagement; and climate mitigation. This issue of the Green Schools Catalyst Quarterly explores how schools and school districts are turning their grounds from seas of asphalt to fields of green, all while supporting outdoor learning, enriching local ecosystems, and building stronger communities.

*Submission deadline: May 1, 2021*

## Spring 2021 Sustainable Schools Begin and End with Equity

Equity is the foundation for a green, healthy, and sustainable school, where ALL students feel safe and cared for and can access the supports and opportunities they need to succeed. Despite this, equity often takes a backseat to the other two legs of sustainability – environment and economy. Why is this? How can we do better? This issue of the Green Schools Catalyst Quarterly explores these questions and begins to map a path forward to help schools and school districts create more equitable learning environments.

*Submission deadline: February 1, 2021*

## Fall 2021 Design Thinking

Many schools and school districts are turning to design thinking to identify meaningful solutions to their sustainability challenges. From the facilities and administration departments to the classroom, school leaders and educators are infusing creativity and empathy into the problem-solving process. This issue of the Green Schools Catalyst Quarterly takes a look at what design thinking looks like in the classroom and how it can be used to transform schools and school systems.

*Submission deadline: August 1, 2021*

## 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 highlights best practices that:

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

### 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.

Green Schools Catalyst Quarterly and GreenNotes have a combined reach of nearly 60,000 decision-makers and influencers through:

- **Green Schools National Network Membership Program**
  - 8,740 Teachers, Principals, Superintendents, and Administrators across the US
- **Formal Distribution Partners**
  - 50,000+ Teachers, Administrators, School Sustainability Officers, School Facility Officers, School Board Members, Architects, Designers, and Green Building Science Leaders
  - Center for Green Schools at USGBC, Kappa Delta Pi, Green Schools Alliance, Collaborative for High Performance Schools, and the National School Boards Association

## SPONSORSHIP OPPORTUNITIES

### LEADING SPONSOR

\$10,000/year

- 1 full page color promotion per issue, premium placement. 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.
- 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
- 1 vertical Blog banner
- 3 Standard Banners in GreenNotes newsletter

### EMERALD GREEN SPONSOR

\$7,500/year

- 1 full page color promotion in four issues. 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.
- Banner Ad for Mobile App
- Three co-branded blogging opportunities on GSNN website
- Company logo on GSNN website
- 1 vertical Blog banner
- 2 Standard Banners in GreenNotes newsletter

### FOREST GREEN SPONSOR

\$5,000/year

- 1/2 page color promotion in four issues. 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.
- Two co-branded blogging opportunities on GSNN website
- Company logo on GSNN website
- 1 Standard Banner in GreenNotes newsletter

### SUPPORTING SPONSOR

\$2,500/year

- Company logo on GSNN website
- 1/2 page color promotion in four issues. Promotions will appear between articles in the text view of the issue and include custom link.
- Single Custom Link: Word/phrase/image/icon can be made into a custom link.
- 1 vertical Blog banner
- 1 Standard Banner in GreenNotes newsletter

## ADVERTISING OPPORTUNITIES

### Print View Rates

- Full Page color: \$1,100 per issue
- 1/2 Page color: \$650 per issue
- 1/4 Page color: \$400 per issue

### GreenNotes Blog Banner

- Vertical (Small Skyscraper) Banner: \$600/year

### GreenNotes monthly Newsletter

- Standard Banner (468x60): \$325 per

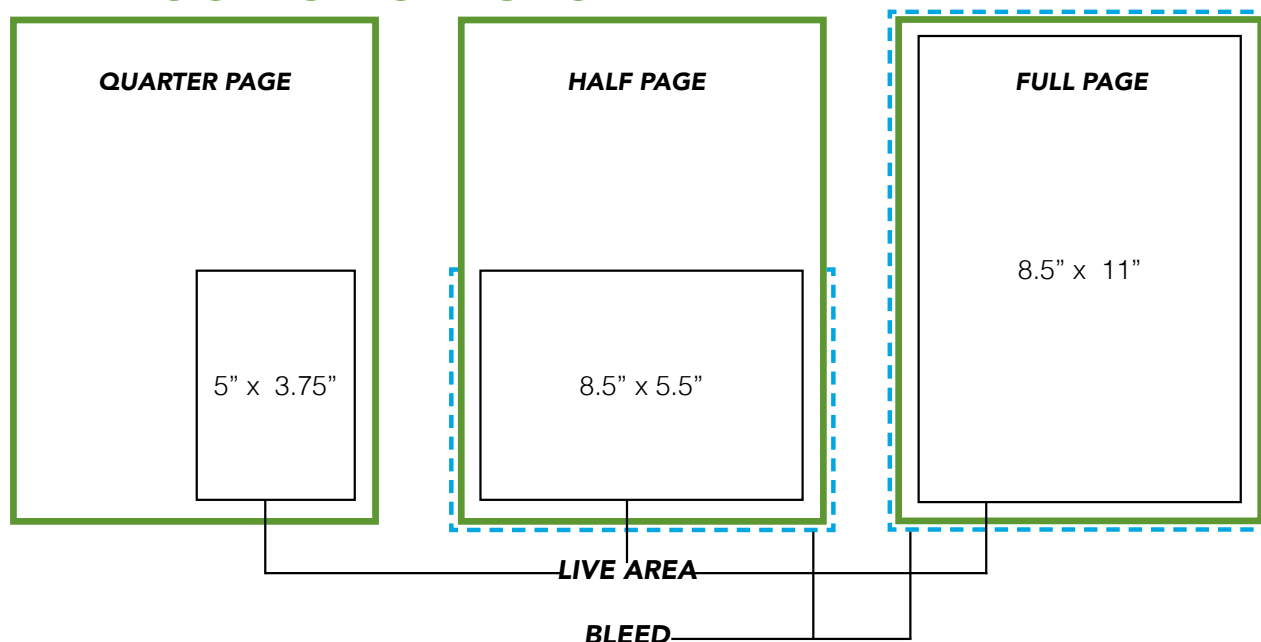
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# MATERIALS SPECIFICATIONS



## Print Display

Location: Between articles

- 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
- URL link

## App Banner Display

Location: Various views throughout the app

- 3 separate files:
  - Small: 320w x 50h pixels
  - Medium 728w x 90h pixels
  - Large: 960w x 90h pixels
- static .PNG
- no transparent background
- URL link

## Leaderboard Display

Location: Above the digital issue, within the interface

- 728w x 90h pixels
- .jpg, .gif, animated gif
- supports JavaScript ad tag (must work in iframe)
- URL link

## GreenNotes Blog Small Skyscraper Vertical Banner

Location: Featured in the sidebar of the blog and on blog posts

- 240w x 480h pixels
- .jpg, .gif
- URL link

## GreenNotes Newsletter Banner

Location: Between sections in newsletter

- 468w x 60h pixels
- .jpg, .gif
- URL link



[greenschoolsnationalnetwork.org](https://greenschoolsnationalnetwork.org)

