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

MISSION
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.

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

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.

Interested in becoming a sponsor?
Contact Jennifer Seydel
jseydel@greenschoolsnationalnetwork.org
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 Durmebacke, Communications and Membership Director, CHPS
• Anita 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
• Abigela 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

Spring 2019
Using the School Building and Grounds as a 3-D Textbook
Learning does not have to be confined to the classroom. The school building and its grounds offer unlimited opportunities for teaching students core subjects through the lens of sustainability. This issue features research and case studies that demonstrate how schools across the country are turning the classroom inside out to expose students to real-world challenges without having to leave the school campus.
Sponsorship Materials Close: February 1, 2019
Publication Date: March 2019

Fall 2019
FOOD SYSTEMS
Sustainable food systems do more than promote healthy eating. They account for the lifecycles of how our food is produced, consumed, and disposed of; are resilient and diverse in the face of a changing climate; and justly support the livelihoods of farmers and workers. This issue features research and case studies that explore the role that schools play in supporting sustainable food systems – at local, regional, and global scales – from policy and programs like farm-to-school to innovative classroom initiatives that are encouraging students to get involved and take a stand for the future of food.
Sponsorship Materials Close: August 1, 2019
Publication Date: September 2019

Summer 2019
P4: Place-, Project-, Problem-, Phenomenon-Based Learning
Educating for a sustainable future enables students to use their knowledge to solve real-world problems that impact the future of the planet. Educators will often use one or more of the four Fs, place-, project-, problem-, or phenomenon-based learning, to drive this learning in their classroom. This issue features research and case studies that examine these four approaches, how they compare and contrast with one another, and how they are successfully being applied in the classroom to inspire students to co-create a sustainable future.
Sponsorship Materials Close: May 1, 2018
Publication Date: June 2019

Winter 2019
Civics and Character Education/Civic Engagement
Preparing students to be caring, compassionate, and active citizens in a democratic society is more important than ever. High-quality civics education and engagement can help students foster the skills and competencies needed to participate in both their local and global communities. This issue features research and case studies that explore how schools are integrating civics and character education into daily instruction as well as providing students with real-world opportunities to be influential civic leaders in their local communities.
Sponsorship Materials Close: November 1, 2019
Publication Date: December 2019

WHY GSCQ?
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.

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.
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
$3,500/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
$2,000/year
- 1/4 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

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

**Contact Jennifer Seydel**
jseydel@greenschoolsnationalnetwork.org

**Intrested in becoming a sponsor?**

![Materials Specifications](image_url)

- **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

- **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
  - 120w x 240 pixels
  - .jpg, .gif
  - URL link

- **GreenNotes Newsletter Banner**
  - Location: Between sections in newsletter
  - 468w x 60h pixels
  - .jpg, .gif
  - URL link
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