



# 2022 Media Kit

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Your Ad Here

Planetizen



### Charlotte's Controversial Comprehensive Plan to End Single-Family Zoning

5 Hours Ago - Charlotte Observer



#### Five of Europe's Most Interesting Urbanism Trends

Cities around the continent are taking steps to reimagine transportation, housing, and energy use.

1 hour ago - Volts



#### 'Tiny Forests' Take Hold in Urban Centers

A movement to plant small patches of plants in urban neighborhoods is taking off in Europe.

1 hour ago - National Geographic

#### Latest News

##### How Bad Transit Encourages Car Ownership

8 minutes ago - Gizmodo

##### Duplexes and Townhomes Legalized in Raleigh

16 minutes ago - The Observer

##### Pittsburgh Launches Comprehensive Mobility Service App

42 minutes ago - Streetsblog USA

##### Long Beach Gated Community Must Provide Public Access

1 hour ago - Long Beach Post

##### White House: Clean Up on Aisle Infrastructure

1 hour ago - The Washington Post

##### French Company Proposes New Sleeper Train Network

2 hours ago - The New York Times

[View More →](#)

# 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.

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**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

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**3.9M** Visitors

**1.8M** Unique Visitors

**3.9M** Page Views

**100,000+** Content Pages



**77,000+**  
Twitter  
Followers



**23,500+**  
Facebook  
Followers

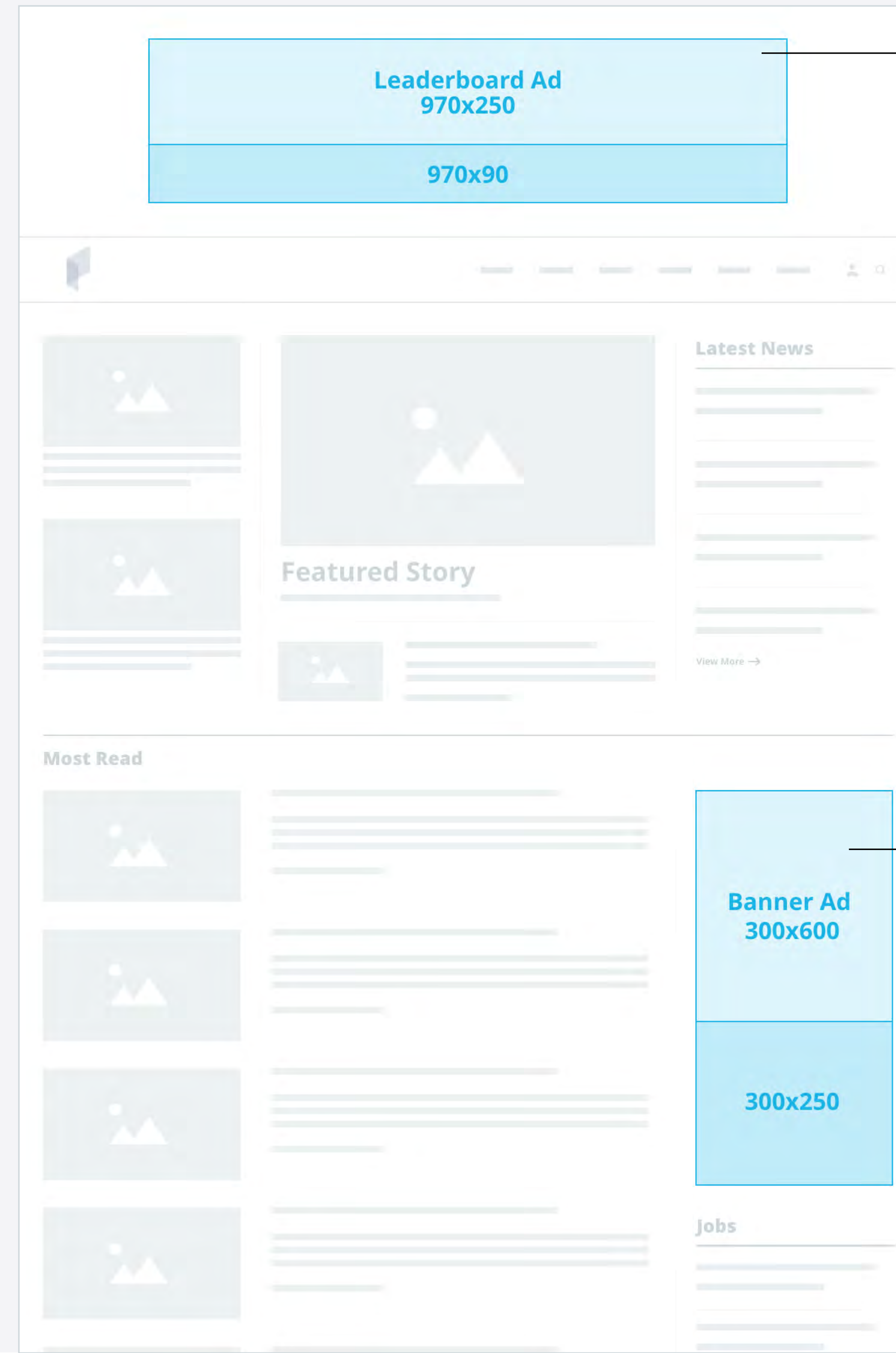


**22,000+**  
Newsletter  
Subscribers

# 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.

Home Page



## LEADERBOARD AD

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

## SITEWIDE BANNERS

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.

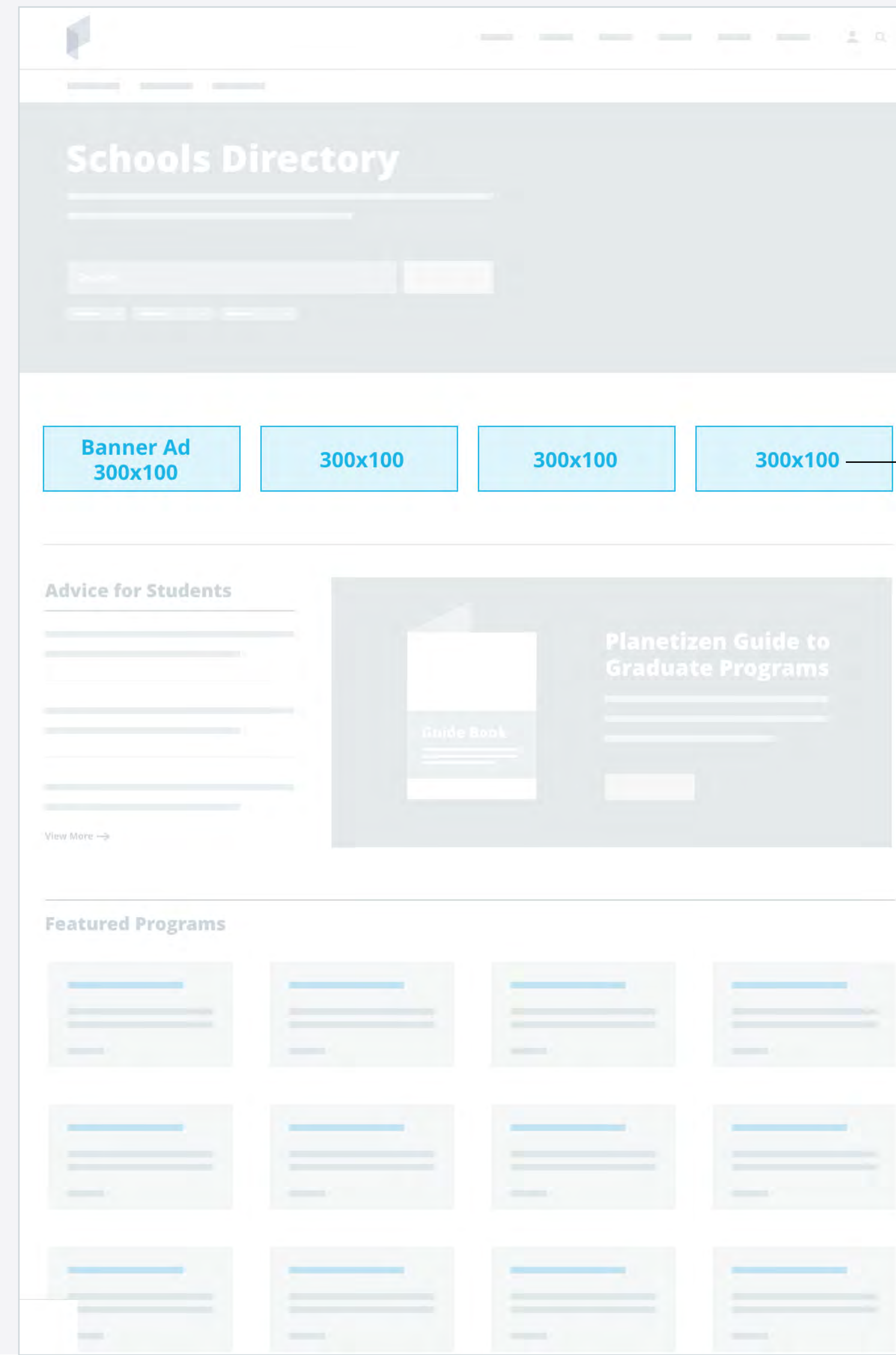
# School Directory

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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.**

Directory Landing Page



## SCHOOL DIRECTORY BANNER

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Featured prominently on the School Directory landing page and standard school profile pages.

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**Planetizen is the #1 Google search result for "urban planning school" and "urban planning programs."**

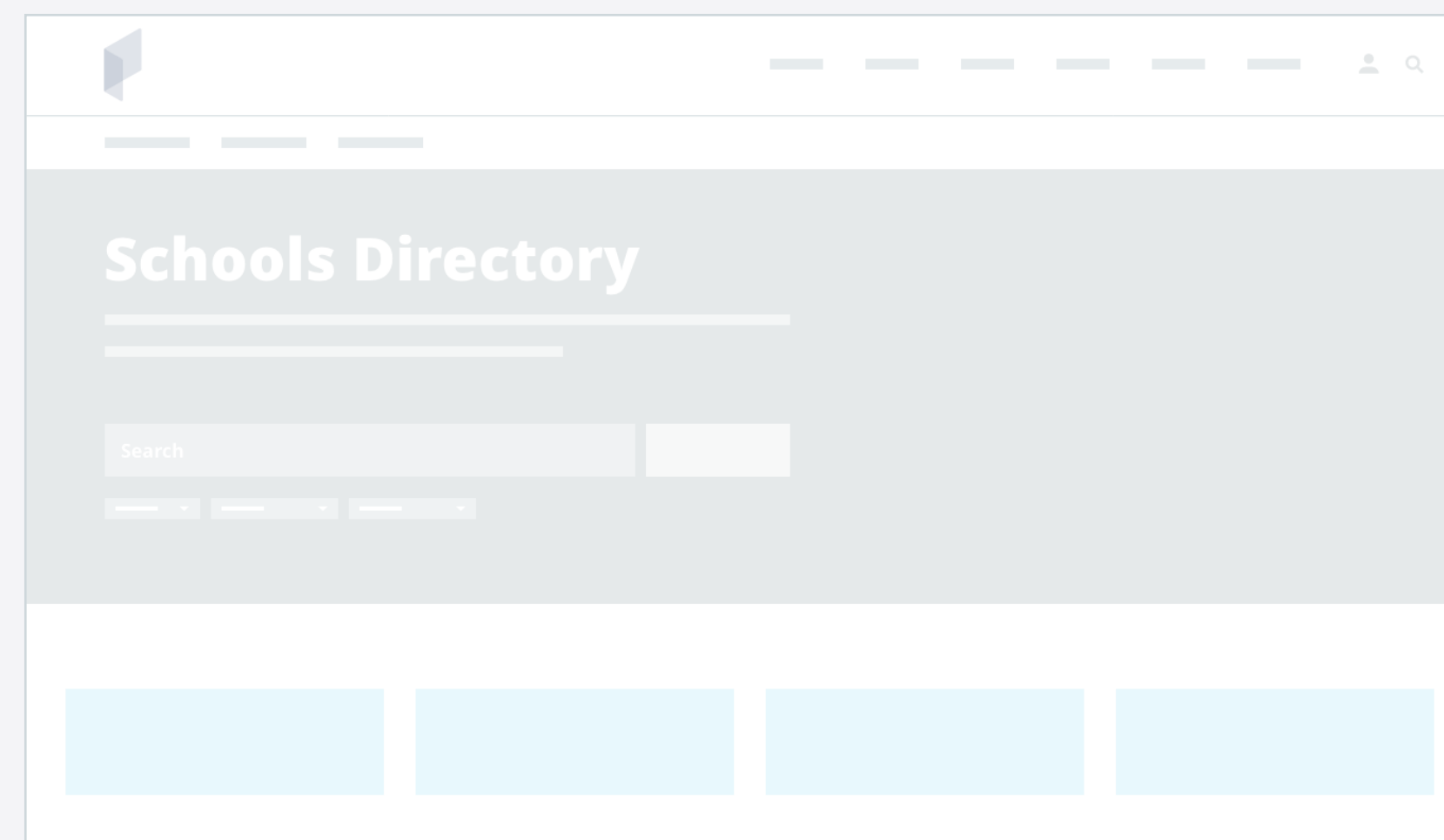
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# Program Profiles

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.

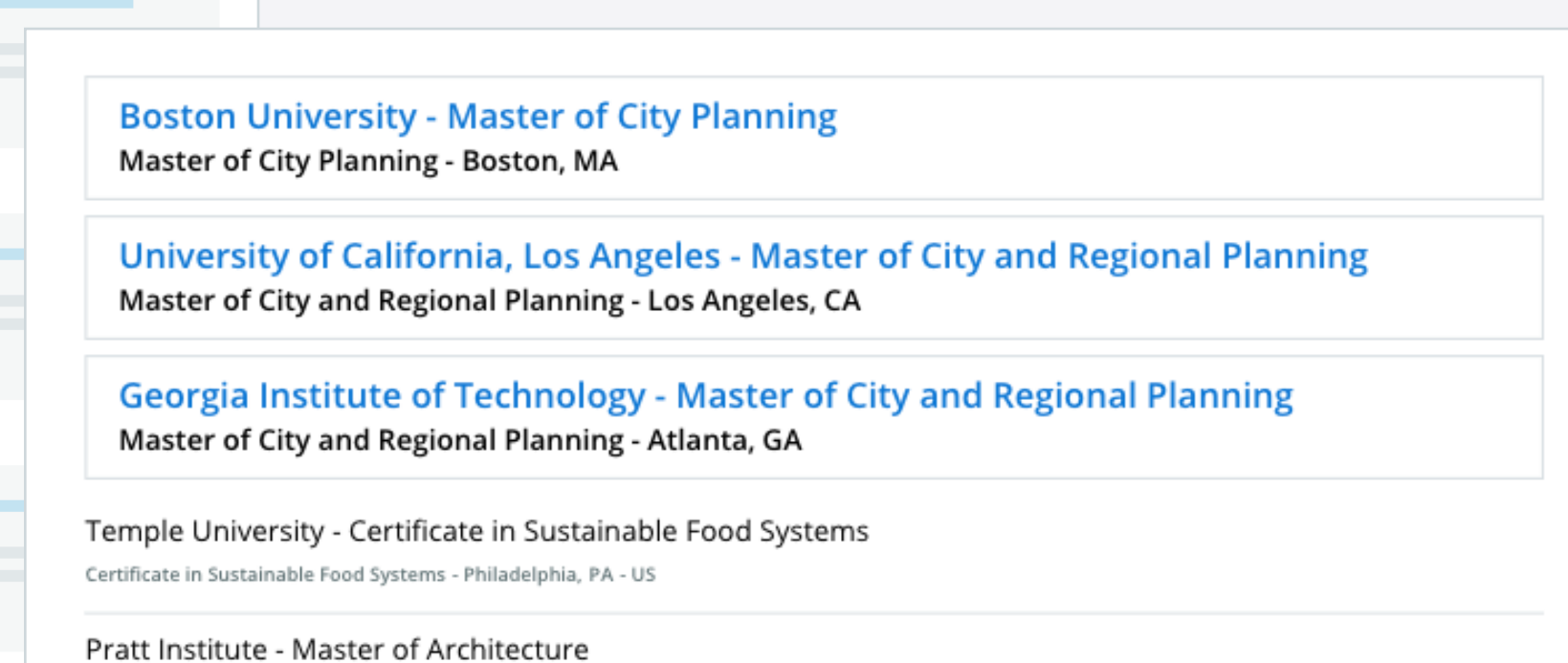
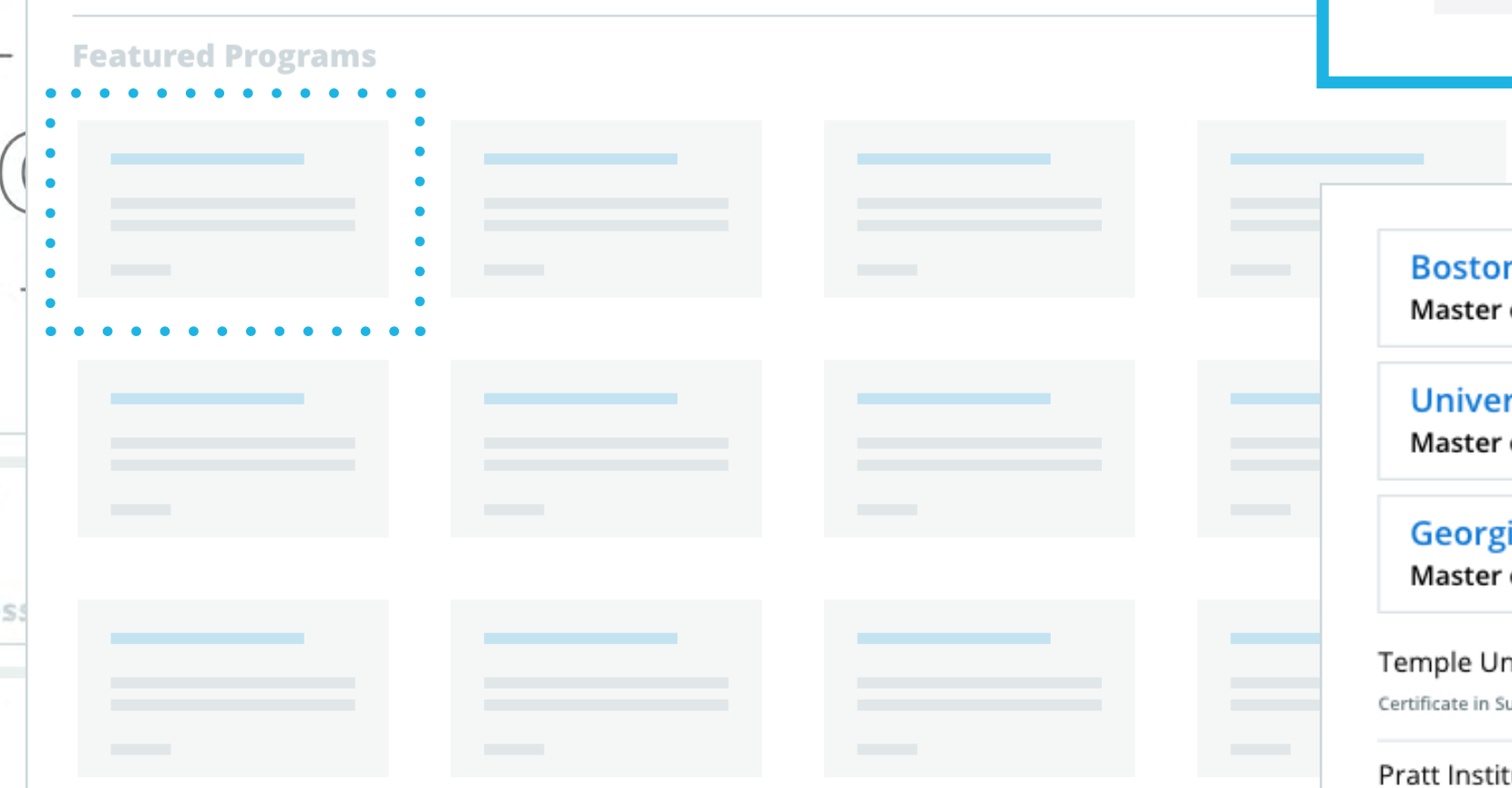
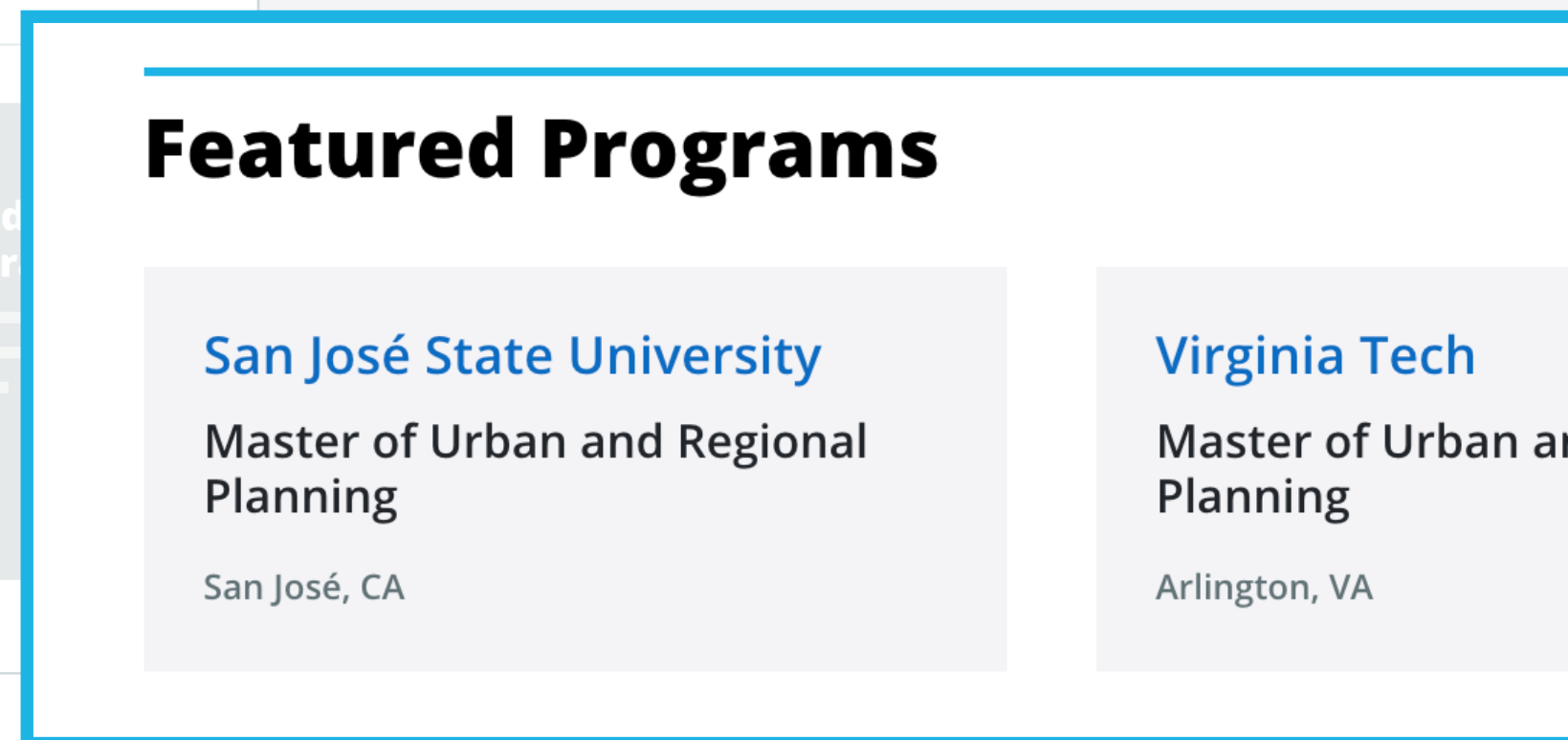
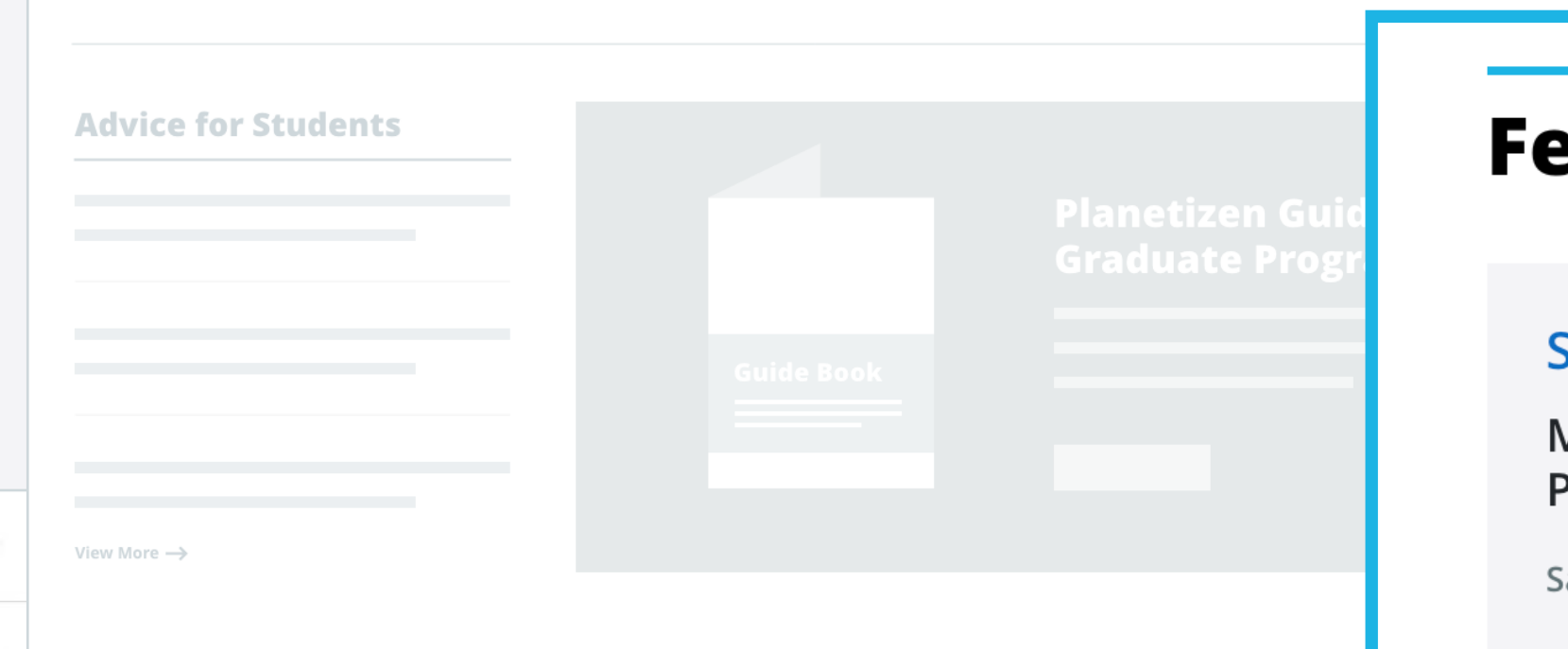
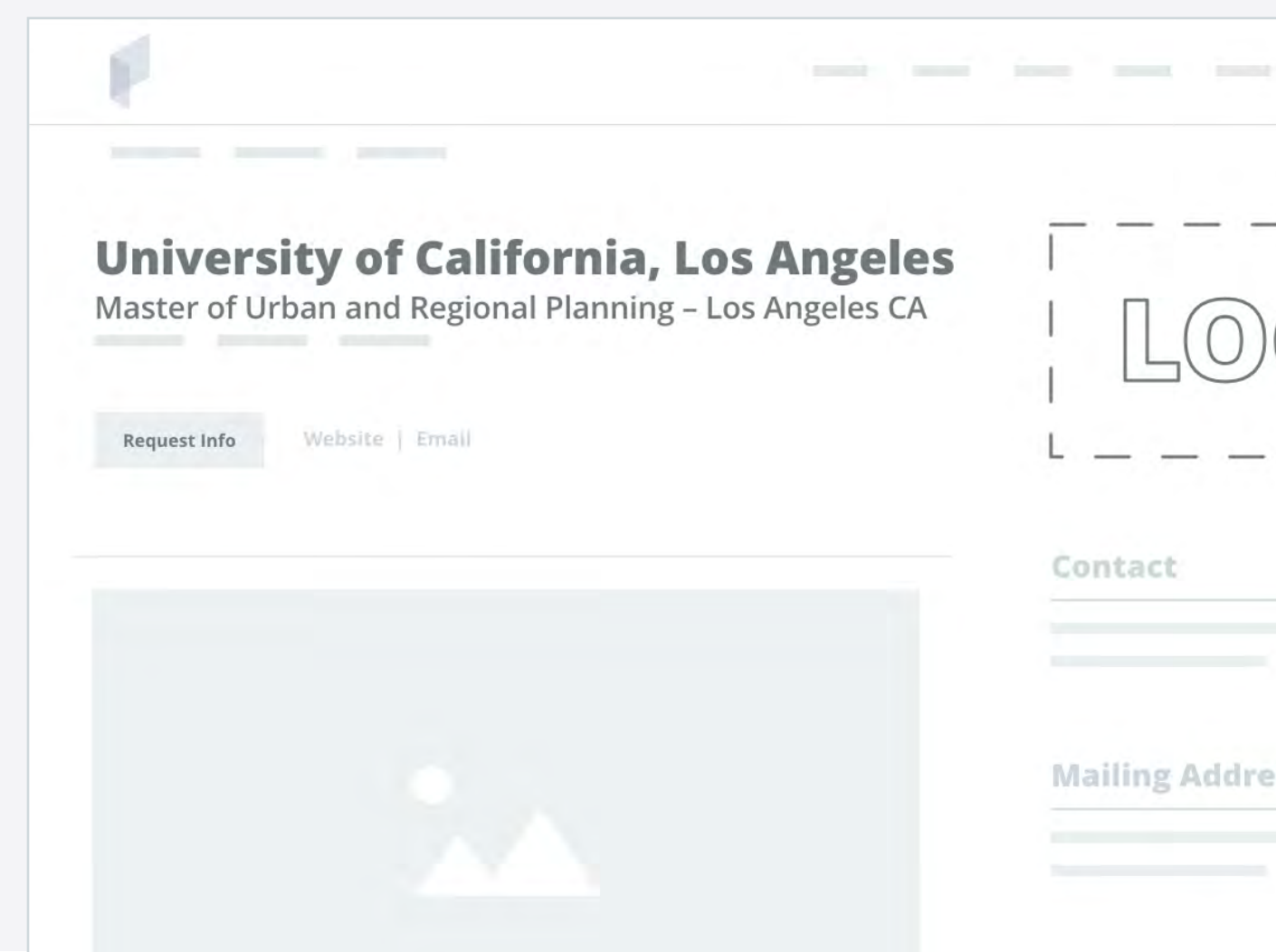
Directory Landing Page



## FEATURED PROGRAM PROFILE

Benefits include being featured on Directory Landing page, expanded profile page and profile is highlighted in search results of the Directory Search page.

Expanded Profile

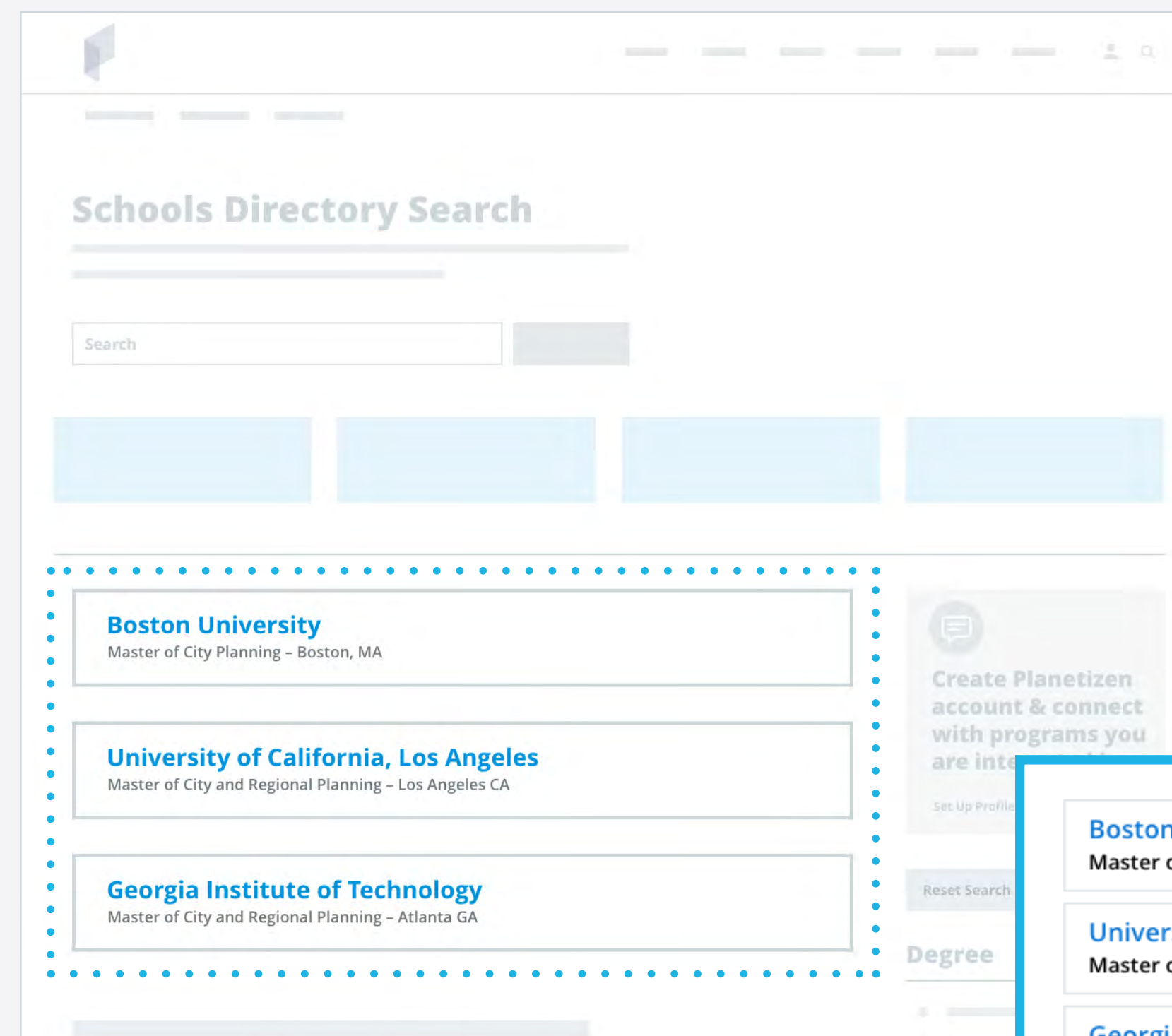




# Program Profiles

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

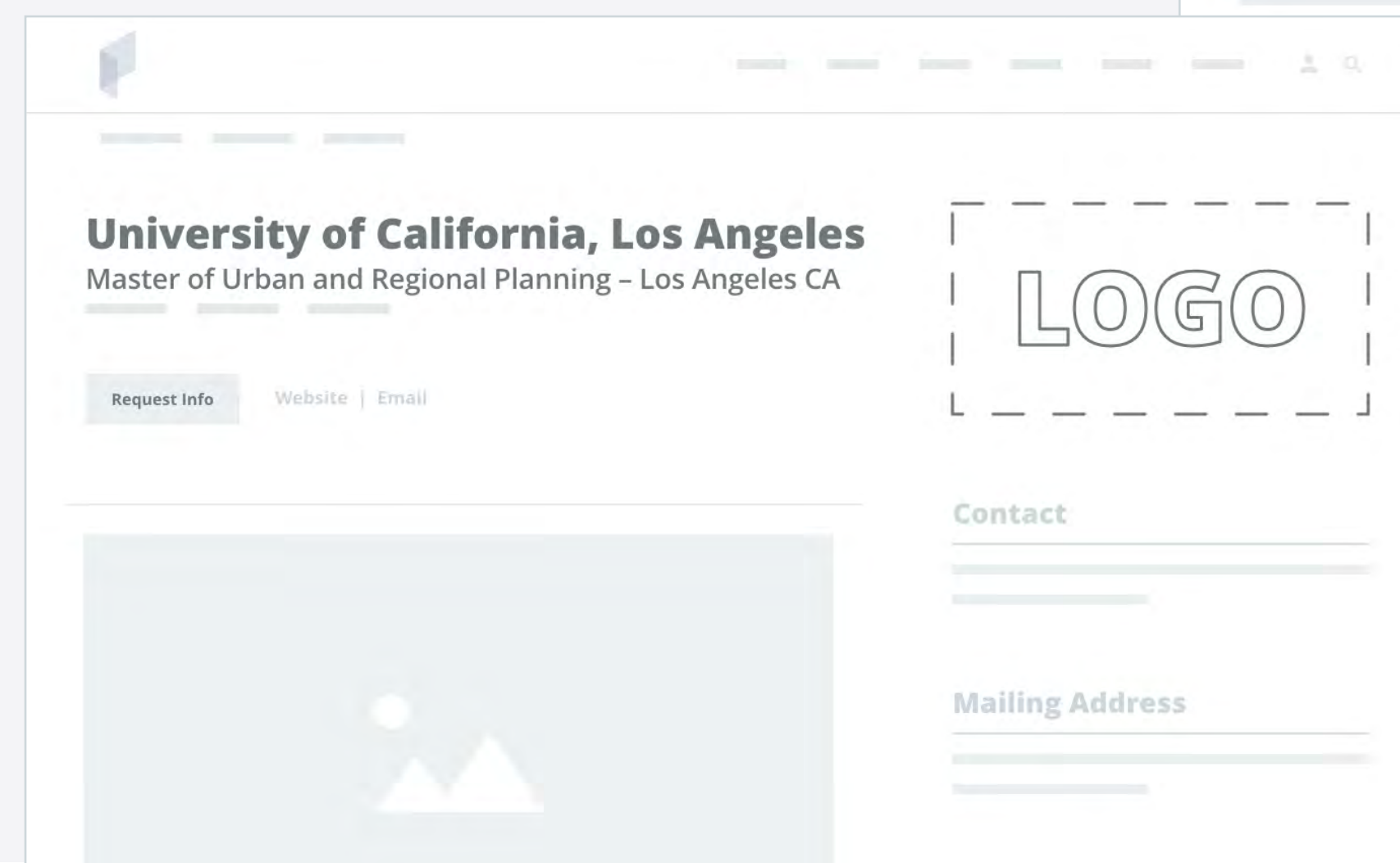
Directory Search Page



## ENHANCED PROFILE PACKAGE

Benefits include expanded profile page without outside advertising and profile is highlighted in the search results of the Directory Search page.

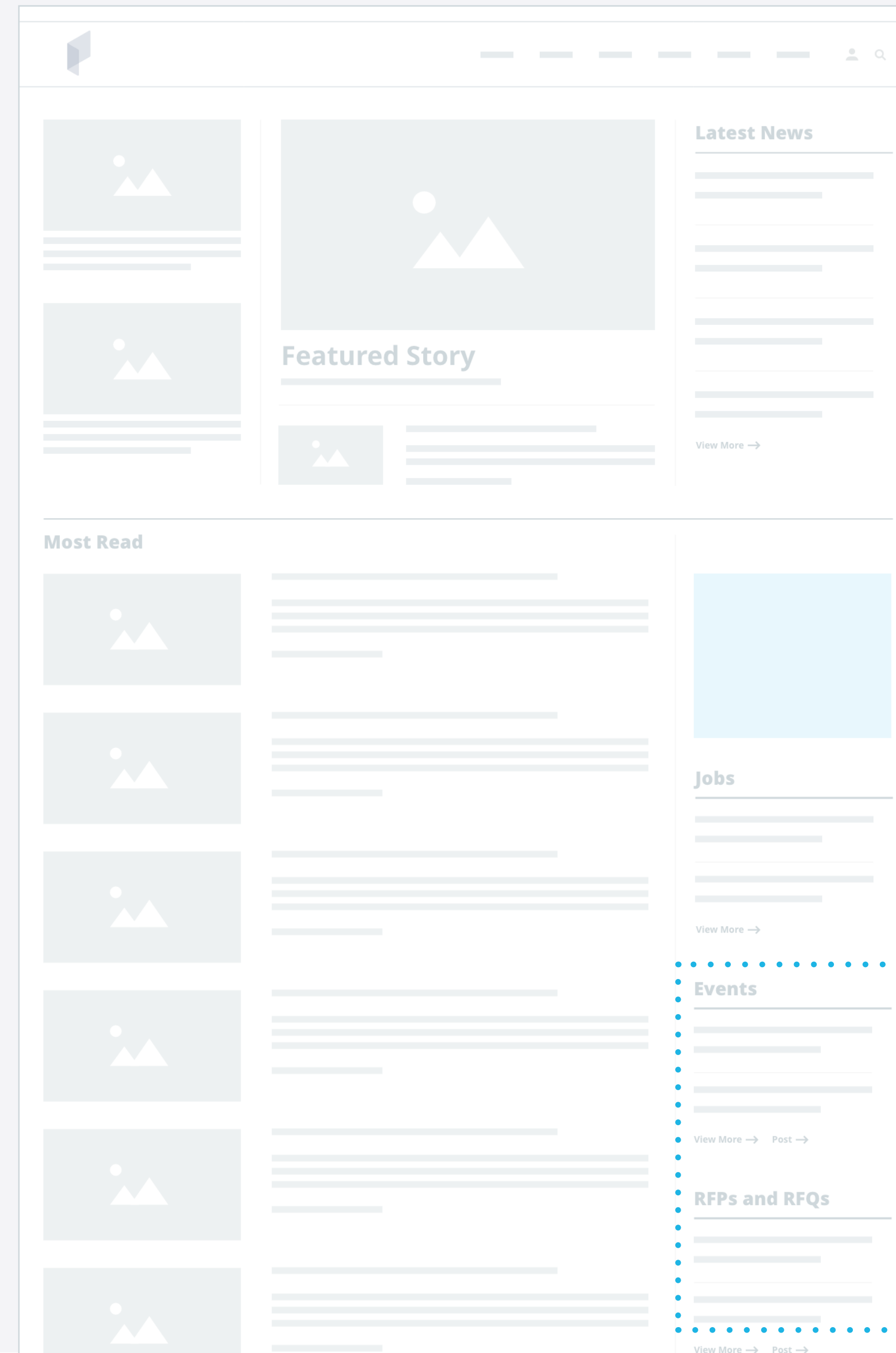
Expanded Profile



# 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.

Home Page



## Events

### Reimagining Retail: Seizing Opportunities on Main Street and in Ecommerce

Harvard University Graduate School of Design - Executive Education

### International Consultation on the Project of Hot Springs Island, Xiangshan Bay

Zhongshan Municipal Bureau of Natural Resources

### New Reports and Data from PD&R

HUD's Office of Policy Development and Research

[View More →](#) [Post Event →](#)

## RFPs and RFQs

### Zoning Code Updates to implement the Regional Plan and Specific Plans

City of Flagstaff

### Comprehensive Zoning Code Update

City of Tulare

### Mobility Plan

City of Brownsville, Texas

[View More →](#) [Post RFP →](#)

# Newsletters and Social Media

## NEWSLETTER PACKAGE

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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

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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

Jobs Page

The screenshot shows the Planetizen Jobs page with a search bar and a list of job listings. The top three listings are highlighted with a blue dotted box:

- 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

Below these are other listings like 'Planning Director' and 'Senior Manager, Urban Resilience'. The right sidebar includes filters for 'Location', 'Professional Area', and 'Experience Level'.

## 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

<b>PREMIUM LISTING</b>	<ul style="list-style-type: none"> <li><b>Senior Geographic Information Systems Planners</b> Lehigh Valley Planning Commission - Allentown, PA</li> <li><b>Senior Planner / Principal Planner</b> City of Palmdale - Palmdale, CA</li> <li><b>Director of Planning</b> Summit County Gov't - Summit County, CO</li> </ul>
<b>STANDARD LISTING</b>	<ul style="list-style-type: none"> <li><b>Planning Director</b> Town of Los Altos Hills, CA July 12 - Los Altos Hills, CA</li> </ul>
<b>ENHANCED LISTING</b>	<ul style="list-style-type: none"> <li><b>Senior Manager, Urban Resilience</b> The Urban Land Institute July 12 - Washington, DC</li> <li><b>Operations Division Director (Executive 2)</b> City of Seattle / Seattle Department of Transportation (SDOT) July 9 - Seattle, WA</li> </ul>

# Planetizen Advertisers

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# 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

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

	1 Month	3 Months +	6 Months +
Site Banner: 300x250	\$1,725	- 10%	- 15%
Site Skyscraper: 300x600	\$1,995	- 10%	- 15%

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

	1 Week	2 Weeks	4 Weeks
Leaderboard: 970x90	\$850	- 10%	- 15%
Jumbo Leaderboard: 970x250	\$1,250	- 10%	- 15%

### TERMS AND CONDITIONS

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

# Pricing: Additional Opportunities

## 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

### School Directory Banner

**School Banner** Featured prominently on directory front page and on search, student profile, and standard school profile pages.

1 Month

6 Months

1 Year

\$950

\$5,000

\$9,000

### School Directory Program Profiles

**Enhanced Program Profile** Benefits include expanded profile page, no outside advertising, highlighted in search results.

6 Months

1 Year

\$450

\$750

**Featured Program Profile** Benefits include being featured on Directory landing page, expanded profile page, no outside advertising, highlighted in search results.

\$1,200

\$2,100

# Pricing: Additional Opportunities

## NEWSLETTER ADVERTISEMENTS, ANNOUNCEMENTS, AND JOBS

### Specifications

- Text Only

### Announcements

	Number	Rate
Event and RFP/RFQs Announcement	1X	\$99.95
Social Media Package	1X	\$329
Newsletter Package	1 week	\$499
Premium Announcement Package	1 week	\$625

### Jobs

	Number	Rate
Standard Listing	30 days	\$99.95
Enhanced Listing	45 days	\$149.95
Premium Listing	60 days	\$199.95





# Contact Us

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