

Green Car Special Sections

**Communicating
Technology
Leadership
to the World
of Investors,
Consumers,
and the Media**

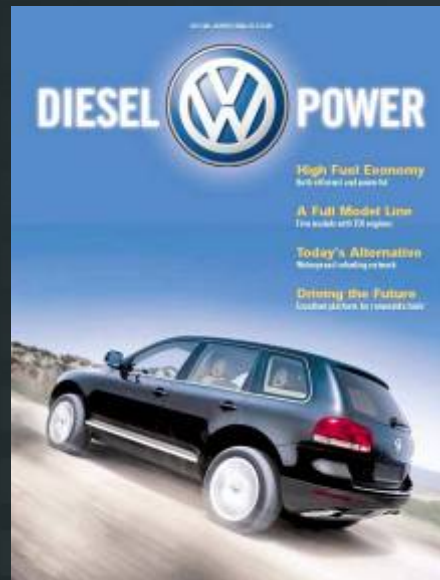


A Strategic Decision



The challenge: Getting your strategic messages out there in the most consistent and cost-effective ways possible. Special advertising sections provide an ideal answer. Some of the world's largest and most innovative companies are turning to Green Car Journal for its creative and high value sections, conveying strategic messages to an influential audience.

- ✓ High-profile coverage in the magazine issue
- ✓ Promotes position as industry leader
- ✓ Gain the attention of the nation's top media
- ✓ Outstanding reprints for future promotions



Leverage Your Investment



Some advertisers, like American Honda, have used their special advertising section to launch a regular publication – in this case the *Honda INSIGHTS* newsletter. Green Car produces this as a custom publishing project on a bi-monthly basis.



Honda special advertising section in Spring 2004 magazine

Raise Your Profile



Publicly-traded companies with leading-edge technologies have found Green Car Journal advertising sections ideal for their product and corporate communications. Reprints make excellent inclusions in investor packages.



An Online Bonus



The screenshot shows the homepage of Green Car Journal Online. At the top, there is a banner for the Honda FCX with the text "Honda FCX A Look to the Future" and the Honda logo "The power of dreams." Below this is the main title "GREEN CAR JOURNAL ONLINE".

On the left side, there is a navigation menu with the following items: "IN THE ISSUE" (with a thumbnail for the Green Car Journal magazine), "FEATURES", "OUTSPOKEN", "DIALOGUE", "VOICES", "SUBSCRIBE", "BUY ISSUES", "PHOTOGRAPHY", "LINKS", "FORUMS", "LATEST NEWS", and "BACK ISSUES".

The main content area is titled "TOP STORIES" and features several articles:

- 30 Tips for High MPG:** "New car shopping can be a mind-bending process. Here's how to find what you need while getting the best fuel efficiency possible." (Accompanied by an image of a car's fuel tank area).
- H2001:** "180W's will soon face for Honda's fuel hydrogen car to 180 mph and new speed records." (Accompanied by an image of a car).
- Highlander Hybrid:** "Hybrid Energy Drive makes a popular Toyota SUV even better." (Accompanied by an image of a Toyota Highlander).
- Honda IMA System:** "An in-depth look at Honda's full hybrid approach to power and efficiency." (Accompanied by an image of a car's engine).

There are also several promotional boxes:

- 6th Annual EPP & RCP TRADE SHOW:** A yellow box with a car image.
- INSIGHTS:** A box with a car image and the text "INSIGHTS".
- DESEL VW POWER:** A box with a VW logo and a car image.

At the bottom, there are sections for "VOICES" and "DIALOGUE":

- VOICES:** Features a profile of Rick Zalessky, Chevrolet's technology and hydrogen business president, with the text "Chevrolet's technology and hydrogen business president predicts what's next for hydrogen." (Accompanied by a photo of Rick Zalessky).
- DIALOGUE:** Features a profile of Carl Pope, Sierra Club president, with the text "Sierra Club president predicts what's next for hydrogen, SUVs, and the U.S. auto industry's competition with Japan." (Accompanied by a photo of Carl Pope).

Finally, there are sections for "FORUMS" and "RECOGNITION" at the bottom.

Advertising sections get additional exposure on the magazine's informative website, Green Car Journal Online. Sections are resident on www.greencar.com and presented in PDF format for easy viewing.

Who Reads Green Car Journal

- The nation's top business, environmental, auto, and general media – print and broadcast
- Auto industry leaders, influencers, environmental groups, major NGOs
- Political leaders, legislative staff, state/federal regulatory agencies
- General consumers – single copy buyers and subscribers



Your Section...Your Story



- Sections provide an innovative approach to product, corporate, and government communications goals
- All aspects of production – from conception and writing to final design – are handled by Green Car
- Special cost-effective section rates apply
- Reserve your space today to tell *your* story in a compelling, high value advertising section