



SUSTAINABLE CHICAGO

2012 Media Kit



SUSTAINABLE CHICAGO

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Sustainable Chicago magazine features the latest in green design and development in Chicagoland. This quarterly e-zine is 100% complimentary and reaches broadly across the real estate and related communities, including architects, brokers, contractors, developers, engineers, government officials, attorneys, owners and more, with a distribution of over 40,000. Check out the latest issue at Sustainable-Chicago.com.

Index Publishing works closely with its advisory board to produce each issue. Included on the advisory board are the Green Projects Administrator for the Chicago Department of Zoning and the executive directors of USGBC-Illinois, the Chicago branch of AIA and the Chicagoland Roofing Council.

Advertising Sizes & Rates

Sustainable Chicago Magazine

Full Page	8½ x 11	\$1,000
Half Page	4½ x 11	\$750
Quarter Page	7 x 2	\$500

www.Sustainable-Chicago.com

Site-Wide Banner Ad	728 x 90	\$1,000
Home Page Sidebar Ad	125 x 300	\$750
Interior Sidebar Ad	125 x 300	\$500

Package rates are available.

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The Windy City Goes Solar

By Matt Baker

In April, energy giant Exelon Corp. announced plans to erect a solar collector plant on Chicago's south side. The \$60 million-plus project would only go forward, Exelon said, with stimulus support from the federal government.

Three months later, the plan opened. Exelon's grant was approved and a \$50 million site of the American Recovery and Reinvestment Act is now dedicated for the project.

Exelon will lease 39 acres of city-owned property in the West Pullman neighborhood to house the 24,000 photovoltaic (PV) solar panels. Exelon plans that site "clean-up, construction and installation of the solar farm will generate 200 jobs, though maintenance of the site will likely only require one full-time employee."

Exelon has turned to Sun Janz, CA-based Roundweb Corporation for procurement of the solar panels. Roundweb will also handle design and installation of the system. The joint venture will operate an Exelon Solar Chicago LLC, with all savings paid to Exelon City, the parent of Commonwealth Edison, at a state price.

Exelon estimates that the solar plant's output should generate the annual energy needs of between 1,200 and 1,500 households. According to the U.S. Environmental Protection Agency's system for calculating emissions savings, the installation will abate approximately 31.2 million pounds of greenhouse gas emissions annually. The equivalent of taking more than 2,500 cars off the road or planting more than 3,000 acres of trees.

Exelon will also offer Solar Renewable Energy Certificates for environmental claims seeking to offset their own carbon footprints.

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Locating an energy source in an urban area is one of solar's assets, sending electricity to where it is needed rather than outside the urban core would reduce the efficiency of electricity generating through our nation's existing energy grid. But another advantage to solar over traditional energy sources is that a centralized facility is unnecessary. PV is designed to be site-specific, generating power for whatever use it is based.

To who in Exelon investing in the solar plant? For one reason, the price is right. Electricity generated at the cogeneration will be leveraged by federal stimulus funding. And the site's owner, the City of Chicago, has opted for a twenty-five year lease at a fixed price of just under \$3,000 per acre. Per year.

Another likely impact is H.R. 2414 The Waxman-Markey bill recently passed by the House and awaiting a Senate vote. Executive regulations increases in the efficiency of electricity generation. If the bill passes through the Senate and across the president's desk in its current form, not only will more renewable sources be a requisite for energy production but Exelon, the price for carbon-positive fuels like coal will rise, leveling the playing field for alternative fuels. Given the choice to integrate, renewable energy sources will eventually become cheaper and possibly rule the market. Exelon has realized that, for the not only competitive but relevant in the 21st Century, it must move towards more renewable sources.

What remains most critical in the decision to locate the solar plant on an abandoned breadbasket on the city's south side. While returning the former industrial site to productive use is an obvious goal, self storage facilities, airport hangars, etc., offer far more energy production.

The roof area of the four facilities listed above runs between 100 and 120 acres. Who not mention a building lot by listing the roof of an existing building rather than install PV on ground level? Perhaps this will be an option as Exelon moves to further expand its renewable energy sources into the future. ☺

Our commitment to 'Pragmatic Green, Dramatic Value' means a bottom-line approach to sustainable operation/making.

With our extensive consulting experience we help you determine what green goals in the simplest way so you can focus on your core business.

Goby offers a Chief Sustainability Officer. Or, Chicagoans to provide top-line advice without full-time cost.

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Sustainable Chicago's Reach

