



THE WEB/

a web-based companion that serves as a continuously evolving resource

The **Shades of Green W³** web book is a companion to the **Shades of Green** published book. It is a Web-based reference source offering additional capabilities that will enhance the principle of the **Shades of Green** concept.

Additional features enhance the objectives of the W³ web book as a dynamic reference source:

- Quarterly updates will ensure that changes in standards, products and developments are noted and will be sent en masse to subscribers via email blasts.
- Reference articles will be archived yearly.
- Advertising is renewed and updated as needed.

The Shades of Green W³ web book will include links to:

- **Organizations that have established standards** for green building so that details on their programs can be obtained quickly.
- **Local, state and federal government web sites** where regulations and guidelines for building green can be found.
- **Web sites for building science** institutions that are developing green building methods.

With the W³ Web Book, advertisers are offered a number of exciting options:

- Links to their home page or green products list.
- A W³ web brochure of their own, showcasing their green products. (printable)
- The ability to update web content each quarter, as necessary.
- Highlight new products

Secure your place at the head of the pack. Make your presence in the industry known in print and online with this exciting go-to guide.

**Show off your
Shade of Green today!
866.235.2518**



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