

SOLARTODAY®

WE ENERGIZE YOUR CUSTOMERS



2017 Media Portfolio Editorial Calendar and Rate Card

Contact Jillian Jordan Today for Advertising Opportunities! jjordan@ases.org 940-453-9131



SOLAR TODAY

EDITORIAL CALENDAR 2017

Four great issues plus the ASES National Solar Tour Guide and National Solar Conference program read in print and digital formats by more than 57,000 renewable energy professionals, advocates, and end users. Additional visibility of 18,000 page views per month at solartoday.org.

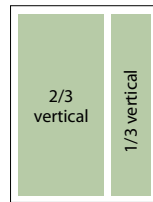
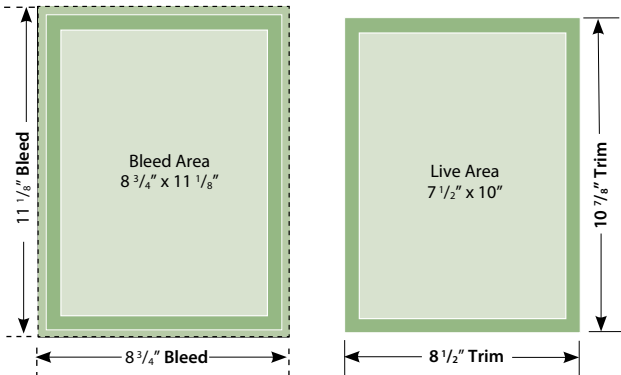
Issue Theme	New Products Showcase (subject to change)	Bonus Distribution	Ad Space Deadline	Materials Deadline
Spring				
Building Energy & Efficiency	Windows, Doors, Roofs	NESEA Building Energy	Feb 1	Feb 22
Solar Hospitals & Solar Stadiums	Products of Solar Small Businesses	March 3-5		
Green Builder News	Energy-Monitoring Products	The State of State Solar Policies		
Solar Powered Small Businesses	for Homes and Businesses			
Energy Efficiency Products				
Passive House (PHIUS) News				
Summer				
Grid Ties, Resource Assessment	Intersolar NA Products Preview	Intersolar NA	May 1	May 22
Batteries & Storage Solutions	Storage Products	July 11-13, 2017		
PV Advances	Solar Lightbulb Products			
National Solar Tour Guide Insert	PV System Components			
Fall				
Solar Community Schools	Buyer's Guide Preview Products	Solar Power International	Aug 1	Aug 22
The State of State Solar Policies	Solar Home Products	September 12-15, 2017		
Solar Financing		SOLAR 2017 October 9-12, 2017		
		Solar Decathlon Oct 5-15, 2017		
Winter				
Solar Progress through the Ages	Solar Powered Holiday Gifts			
National Solar Tour Review				
PLEA Conference Review				
Passive House Conference Review				
SOLAR 2017 and Solar Decathlon Review				
ASES National Solar Tour Guide				
Solar Basics	Sponsor Products	ASES National Solar Tour Local Tours	Aug 1	Aug 22
ASES National Solar Conference Program				
Conference Schedule	Sponsor Products	SOLAR 2017	Sept 1	Sept 8
Speaker and Special Event Info				

> **Contact Jillian Jordan today!** jjordan@ases.org 940-453-9131. Reserve advertising space in SOLAR TODAY for 2017. Production dates are current as of March 1, 2017. Dates may change—check back here or call Jillian Jordan for final closing dates.

SOLARTODAY PRINT ADVERTISING RATES

Rate Card #28 Effective October 20, 2015 4-Color, Gross Rates

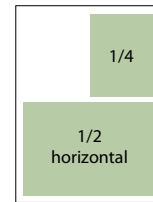
	1X	2X	4X	6X
Spread	\$7000	\$6790	\$6385	\$5745
Full Page	3880	3765	3540	3285
2/3 page	3175	3085	2900	2610
1/2 page island	3055	2960	2780	2500
1/2 page horiz	2963	2845	2735	2455
1/3 page	2490	2415	2270	2040
1/4 page	2165	2100	2015	1815



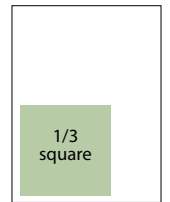
2/3 page Vertical
5" x 10"
1/3 page Vertical
2 1/4" x 10"



1/2 page Island
4 3/4" x 7 3/8"



1/2 page Horiz
7 1/4" x 4 7/8"
1/4 page
3 1/2" x 4 3/4"



1/3 page Square
4 3/4" x 4 3/4"

Premium Placements

Second and third covers: space plus \$500 premium
Fourth cover: Space plus \$700 premium (9X only)

Special Positions | \$250 in addition to space cost.

SOLARTODAY guarantees a special position only for advertisers that have paid the special-position rate. Contact sales representative about availability of guaranteed premium positions.

Frequency rates are based on number of display insertions in SOLAR TODAY magazine contracted for in 12 consecutive months.

Print ad submissions:

- Web offset.
- Saddle stitch binding.
- Digital files only. Adobe PDF is preferred.
- Please contact your sales representative for FTP upload instructions.

Print file creation:

- All fonts MUST be embedded.
- Color space must be CMYK or grayscale. Convert all RGB photos to CMYK. Spot colors will be converted to nearest CMYK equivalent.
- Resolution 300dpi. Photos must be high-resolution.
- Fonts must be Postscript, Type 1.

Size

Width

Height

Full page (bleed)	8 3/4" (222.25 mm)	11 1/8" (282.575 mm)
Full page (non-bleed)	7 1/2" (190.5 mm)	9 3/4" (247.65 mm)
2/3 page Vertical	5" (127 mm)	10" (254 mm)
1/2 page Island	4 3/4" (120.65 mm)	7 3/8" (187.325 mm)
1/2 page Horizontal	7 1/4" (184.15 mm)	4 7/8" (123.825 mm)
1/2 page Horizontal (bleed)	8 3/4" (222.25 mm)	5 5/8" (142.875 mm)
1/3 page Vertical	2 1/4" (57.15 mm)	10" (254 mm)
1/3 page Square	4 3/4" (120.65 mm)	4 3/4" (120.65 mm)
1/4 page	3 1/2" (88.9 mm)	4 3/4" (120.65 mm)

Print standard practices:

- File intervention is subject to charges to the advertiser.
- Use pre-flight software prior to submission.
- Use "collect for output" or "package" function to capture elements required for output.

Inserts: Rates for bound-in inserts are quoted individually based on production costs incurred; pre-printed loose inserts quoted individually based on circulation.

Website Advertising

Get a return on your investment with website advertising at SolarToday.org.

ADVERTISING POSITIONS, SPECS, RATES

		Per Quarter	Annual
Leaderboard	728 x 90	\$5000	\$18000

Exclusive (one available)!

Desktop: Appears on the top of the front page and over every article, page, archive, and search results.

Mobile and Tablet: Appears on every page.

Wide Skyscraper	160 x 600	\$4000	\$14000
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Available to two companies

Desktop: Appears on the front page, within the top and bottom portion and within the sidebar of article posts and pages.

Mobile: Appears on most devices underneath the article.

Medium Rectangle	300 x 250	\$3000	\$10000
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Available to two companies

Desktop: Appears on front page and post pages.

Mobile: Within most mobile devices, it appears under the article with the wide skyscraper.

Anchor*	468 x 60	\$2500	\$8000
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Exclusive

Desktop and Mobile: Appears at bottom of all posts between article and comments.

Banner	468 x 60	\$2500	\$8000
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Exclusive

Mobile: Appears in upper right corner.

PRODUCT MARKETPLACE

	Monthly	Annual
Home Page	\$200	\$2000
New Products Page	\$100	\$1000
Both Pages	\$250	\$2500

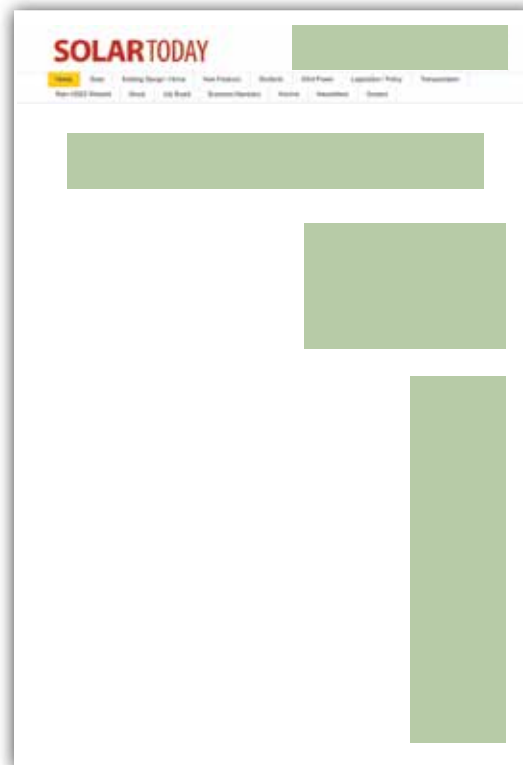
Max file size: 40 KB

File types: gif, jpg

* Please contact your sales representative for category-specific advertising placement.

Materials for all ads required one week prior to publication.

Front page/ Article Page



Banner
468 x 60

Leaderboard
728 x 90

Medium
Rectangle
300 x 250

Wide
Skyscraper
160 x 600

SOLAR@WORK

DIGITAL MEDIA ADVERTISING RATES

Newsletter Advertising Solar@Work biweekly e-newsletter reaches your key audience of 57,000 subscribers.

Twice a month, send your company name and message directly into the email boxes of thousands of highly qualified buyers from the solar pro community with Solar@Work.

AVAILABLE ADVERTISING POSITIONS

	Per Quarter	Annual
Leaderboard (728 x 90)	\$4250	\$15000
Wide Skyscraper (160 x 600)	\$3750	\$12500
Rectangle (180 x 150)	\$3000	\$10000

- > Frequency—Twice monthly.
- > Audience—57,000 solar professionals.

RATES/SPECS

Leaderboard Ad

Exclusive

Size: 728 x 90 pixels

Position: Below masthead

Max file size: 40 KB

File types: gif, jpg

Looping restrictions: None, but static ad recommended for best viewing in multiple email clients

Wide Skyscraper Ad

Two per location

Size: 160 x 600 pixels

Position: Right

Max file size: 40 KB

File types: gif, jpg

Looping restrictions: None

Rectangle Ads

Three per location

Size: 180 x 150 pixels

Position: Right

Max file size: 40 KB

File types: gif, jpg

Materials required one week prior to publication.

- > Contact Jillian Jordan today! jjordan@ases.org
940-453-9131

The screenshot displays the Solar@Work newsletter interface. At the top, it features the 'Solar@Work' masthead and a 'GoIndustry DoveBid' logo. The main content area includes several articles: 'Apple Given All-Clear To Sell Energy From Solar Farm', 'Google's Project Sunroof Puts Solar Energy Within Reach', '6 Signs The Big Global Switch To Solar Has Already Begun', and 'Bill To Slash Taxes On Rooftop Solar Panels Advances'. On the right side, there are several advertisements, including 'Join ASES', 'Donate', 'Ready for your next job in clean energy?', 'Quick Mount PV', 'Support American Solar Energy Society Inc.', and 'FOR SALE: 188 ACRE SELF SUSTAINABLE RANCH FOR SALE'. The newsletter also includes a 'RESOURCES' section with links to 'Get Involved with ASES Divisions', 'Learn an ASES Chapter', and 'Get Value-Only Incentives'.

Leaderboard
728 x 90

Rectangle
180 x 150

Wide
Skyscraper
160 x 600