2021 Media Portfolio

Solar Today Magazine
National Solar Tour
SOLAR 2021
Solar@Work E-Newsletter
Webinars
Tiny Watts
We connect the **people**, **information**, **events** and **resources** that cultivate **community** and power **progress**.

**Solar Today Magazine**
- Editorial Calendar ................. 4  
- Print Advertising Rates ............ 5  
- Digital Advertising Rates .......... 6  

**Solar@Work E-Newsletter**
- Digital Advertising Rates .......... 7  

**National Solar Tour**
- Overview ................................ 9  
- Sponsor Benefits and Pricing ....... 10  

**SOLAR 2021 Conference**
- Overview ............................... 12  
- Sponsorship Packages ............. 13  

**Webinars**
- Overview ............................... 14  

**Tiny Watts**
- Overview ............................... 15  

**MEDIA BUNDLE DISCOUNTS**
Purchase any combination of media such as **Solar Today** ads, Conference/Solar Tour sponsorships, or e-newsletter ads, and receive these discounts.  

PURCHASE 2—10% OFF  
PURCHASE 3—15% OFF  
PURCHASE 4—20% OFF  

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| 45K USERS | 18K WEB PAGE VIEWS/MO. | 39K TWITTER FOLLOWERS | 144K FACEBOOK FOLLOWERS |
Advertising Opportunities

Is Solar Sexy When You Sell Your Home?
What You Need to Know to Make Sure Your Solar Rooftop is Properly Valued at Time of Sale

+ Impacted Storages: The Key to 2020 Renewable Energy
+ The Shock Educates Community on Solar Energy
+ Minnesota Solar Tiny Houses
**Solar Today** magazine publishes four issues annually plus the ASES National Solar Tour Guide and National Solar Conference Program in both print and digital formats. It’s distributed to more than 45K renewable energy professionals, advocates, and end users. Additional visibility of 18K page views per month at ases.org/solartoday, plus 39K Twitter followers and 144K Facebook followers.

### 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>New Products Showcase (Subject to change)</th>
<th>Bonus Distribution</th>
<th>Ad Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Energy &amp; Efficiency</td>
<td>Windows, Doors, Roofs</td>
<td></td>
<td>Feb 1</td>
<td>Feb 15</td>
</tr>
<tr>
<td>Solar Disaster Preparedness</td>
<td>Products of Solar Small Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NREL News</td>
<td>Energy-Monitoring Products</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The State of State Solar Policies</td>
<td>for Homes and Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar Powered Small Businesses</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Energy Efficiency Products</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Grid Modernization</td>
<td></td>
<td></td>
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<tr>
<td><strong>Summer</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grid Ties, Resource Assessment</td>
<td>Utility Scale Products</td>
<td></td>
<td>May 1</td>
<td>May 15</td>
</tr>
<tr>
<td>Solar + Storage Solutions</td>
<td>Storage Products</td>
<td>ASES SOLAR 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PV Advances</td>
<td>Solar Lightbulb Products</td>
<td>August 3-6</td>
<td></td>
<td></td>
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<tr>
<td>PV Materials and Recycling</td>
<td></td>
<td>Boulder, CO</td>
<td></td>
<td></td>
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<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Solar</td>
<td>Solar Home Products</td>
<td>Solar Power International</td>
<td>Aug 1</td>
<td>Aug 15</td>
</tr>
<tr>
<td>Election Update on Solar Policies</td>
<td></td>
<td>September 20-23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energy Blockchain</td>
<td></td>
<td>New Orleans, LA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Solar Tour Guide Insert</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOLAR 2021 Annual Conference Review</td>
<td></td>
<td></td>
<td>July 1</td>
<td>July 15</td>
</tr>
<tr>
<td>Economics of Solar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Winter</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar Progress through the Ages</td>
<td>Solar Powered Holiday Gifts</td>
<td>Nov 1</td>
<td>Nov 1</td>
<td>Nov 15</td>
</tr>
<tr>
<td>Solar Financing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Solar Tour Review</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Diversity in Renewables</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SOLAR 2021 Conference Program</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Schedule</td>
<td>Sponsor Products</td>
<td>SOLAR 2021</td>
<td>April 1</td>
<td>April 15</td>
</tr>
<tr>
<td>Speaker and Special Event Info</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ASES and National Solar Tour Guide</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar Basics</td>
<td>Sponsor Products</td>
<td>Nationwide tour sites</td>
<td>Aug 1</td>
<td>Aug 15</td>
</tr>
<tr>
<td>Panels, Inverters, Batteries</td>
<td></td>
<td>Nationwide tour insert, Fall Issue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Reserve advertising space in Solar Today Magazine by contacting sales@ases.org or Phil Arndt at parndt@ases.org.
## PRINT ADVERTISING RATES

### Rate Card #28 / 4-Color, Gross Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
</tr>
<tr>
<td>Full Spread</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,225</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
<td>$1,000</td>
</tr>
<tr>
<td>Business Card</td>
<td>$1,000</td>
<td>$900</td>
<td>$700</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Premium Placements
- Second and Third Covers: Space + $500 each
- Fourth Cover: Space + $1000 each

### Special Positions / $250+ Space
**Solar Today** guarantees a special position only for advertisers that have paid the special-position rate. Contact sales representative about availability of guaranteed premium positions.

### Special Inserts
Contact Sales for more information.

### Frequency rates are based on number of display insertions in **Solar Today** Magazine contracted for in 12 consecutive months.

### Print Ad Submissions
All images must be 150 DPI minimum, all file formats accepted.

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

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**Size** | **Width** | **Height**
--- | --- | ---
Full Page (bleed) | 8.75” (222.25mm) | 11.125” (282.575mm)
Full Page (non-bleed) | 7.5” (190.5mm) | 10” (254mm)
2/3 Vertical | 4.9167” (124.88mm) | 9.5” (241.3mm)
1/2 Vertical | 4.9167” (124.88mm) | 4.75” (120.65mm)
1/2 Horizontal | 7.5” (190.5mm) | 1.49167” (124.88mm)
1/3 Vertical | 2.333” (59.25mm) | 9.5” (241.3mm)
1/4 Vertical | 4.9167” (124.88mm) | 3.125” (79.375mm)
Business Card size | 4.9167” (124.88mm) | 2.375” (60.325mm)
**Solar Today Magazine’s** website solartoday.org receives on average **18,000 page views per month**. That’s a lot of exposure!

### Advertising Positions and Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: 1140 x 105 pixels</td>
<td>$5,000</td>
<td>$18,000</td>
</tr>
<tr>
<td>High Exposure—Appears on home page and all article/sub pages (500+) directly below main nav. This is a rotator ad. Viewable on desktop, tablet and mobile.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertiser Feature Box: 367 x 306 pixels</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Medium Exposure—Appears on home page half way down, next to featured advertiser logos. This is a rotator ad. Viewable on desktop, tablet and mobile.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidebar Box: 285 x 226 pixels</td>
<td>$4,000</td>
<td>$14,000</td>
</tr>
<tr>
<td>High Volume Exposure—Appears on every article/sub page (500+ pages). This is a rotator ad. Viewable on desktop and mobile.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regional Roundup: 367 x 306 pixels</td>
<td>$2,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Same placement as Advertiser Feature Box—Appears with regional focus article. One per issue of Solar Today. Viewable on desktop and mobile.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Solar@Work E-Newsletter is our biweekly newsletter email that reaches our 45K subscribers. Twice a month, you can send your company name and message directly into the email boxes of thousands of highly qualified buyers from the solar pro community. Now that’s some great exposure!

**AVAILABLE ADVERTISING POSITIONS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>$4,250</td>
<td>$15,000</td>
</tr>
<tr>
<td>Wide Skyscraper (180x600)</td>
<td>$3,750</td>
<td>$12,500</td>
</tr>
<tr>
<td>Rectangle (180x150)</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**RATE AND SPECS**

- **Leaderboard Ad**
  - Size: 728x90 pixels
  - Position: Below masthead
  - File types: JPG, GIF, PNG
- **Rectangle Ad**
  - Three per location
  - Size: 180x150 pixels
  - Position: Right Sidebar
  - File types: JPG, GIF, PNG
- **Wide Skyscraper Ad**
  - Two per location
  - Size: 180x600 pixels
  - Position: Right Sidebar
  - File types: JPG, GIF, PNG

Static ad recommended for best viewing in multiple email clients.

Interested in ad placement?
Contact sales@ases.org or Phil Arndt at parndt@ases.org.
www.ases.org
ASES NATIONAL SOLAR TOUR

Sponsorship Opportunities
OVERVIEW

ASES NATIONAL SOLAR TOUR

The largest grassroots solar, renewable energy and sustainable living event in the U.S. takes place every October in conjunction with Energy Awareness Month. From **October 2-3, 2021**, hundreds of people across the nation will show off their solar homes and businesses. During this weekend, solar owners and supporters will have a chance to connect, ask and answer questions, and participate in a nationwide virtual and in-person solar experience.

**Why Sponsor the National Solar Tour?**

- Reach people ready to make an investment in solar and energy efficiency
- Nationwide visibility and brand recognition
- Exposure across multiple events, programs, web, social media, and more
- Tax-deductible sponsorships (considered donations to ASES, a non-profit organization)
- Legacy of commitment to stronger, more energy-stable communities, people and business

"Sustainable living is not only good for the planet, it’s good for our wallets. The National Solar Tour offers families an opportunity to have meaningful conversations with friends and neighbors who’re reaping the benefits of renewable energy and energy efficiency every day. It’s a great way to get an up-close and personal perspective on how easy it can be to live the green life—and how rewarding."

– Ed Begley, Jr.
Sponsorships make this important event possible and have a tangible impact on an individual and community-wide basis.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum (limit 1)</th>
<th>Gold (limit 3)</th>
<th>Silver</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium logo placement in all Tour marketing assets</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(tour logo, web, print, social)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of 2021 ASES webinar featuring your expert panel</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Logo featured on Tour signs and posters nationwide</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo and link on Tour website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media recognitions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mention in Tour press releases</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad, four issues of Solar@Work newsletter, and 4 issues (one year) of Solar Today magazine</td>
<td>Full Page Ad</td>
<td>1/2 Page Ad</td>
<td>1/4 Page Ad</td>
<td></td>
</tr>
<tr>
<td>Sponsorship Rate</td>
<td>$15,000</td>
<td>$8,000</td>
<td>$4,000</td>
<td>$2,000/market</td>
</tr>
</tbody>
</table>

Special non-profit rates available.

NATIONAL SOLAR TOUR ATTENDEES ARE READY TO GO SOLAR!

- 76% of tour attendees surveyed confirmed they are definitely or very likely to purchase and install solar or energy efficient systems after attending the Solar Tour.
- 33% of tour attendees state that they plan to invest in these technologies within the next year and 51% within two years.
- 49% have household incomes of $75k or more.

Sponsor Commitment Deadline: September 15, 2021

Contact sales@ases.org or Phil Arndt at parndt@ases.org

www.nationalsolartour.org
Conference Sponsorship Opportunities
Sponsorships of the ASES SOLAR 2021 National Solar Conference offer visibility and brand recognition across every event associated with the conference including web, print and social media channels. They also help make this important, long-standing event possible.

SOLAR 2021 sponsors receive exposure to thousands of solar professionals and advocates.

Packages include prominent options for the greatest value and visibility. Sponsorships range from $1,500 to $15,000 (see next page). ASES is a nonprofit organization; sponsorships are donations and are tax deductible (except for the value of some sponsorship benefits).
## Conference Sponsorship Packages

### PLATINUM

- "Platinum Sponsor" title designation on all conference outreach
- Tier 1 logo on ASES SOLAR 2021 website and high impact placement at conference
- Dedicated press release through PR Newswire
- Eight social media promotions (two each on LinkedIn, Facebook, Instagram and Twitter)
- Eight complimentary full conference registrations
- Sponsor advertisement in *Solar Today* full page in Spring and Summer 2021 editions
- Interactive exhibit (live or video)
- Live or video presentation at Industry Round Table at conference
- Recognition at plenaries and ASES events

**$15,000 (3 available)**

### GOLD

- Tier 2 logo on ASES SOLAR 2021 website and high impact placement at conference
- Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
- Five complimentary full conference registrations
- Sponsor ad in *Solar Today* full page in Spring and Summer 2021 editions
- Interactive exhibit (live or video)
- Live or video presentation at Industry Round Table at conference
- Recognition at plenaries and ASES events

**$10,000 (5 available)**

### SILVER

- Tier 2 logo on ASES SOLAR 2021 website
- Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
- Three complimentary full conference registrations
- Sponsor advertisement in *Solar Today* half-page ad in Spring and Summer 2021 editions
- Interactive exhibit (live or video)
- Live or video presentation at Industry Round Table at conference
- Recognition at plenaries and ASES events

**$5,000 (10 available)**

### BRONZE

- Tier 3 Logo on ASES SOLAR 2021 website
- One complimentary full conference registration
- Live or video presentation at Industry Round Table at conference

**$1,500 (10 available)**

**Sponsor Commitment Deadline: July 1, 2021**

Contact [sales@ases.org](mailto:sales@ases.org) or Phil Arndt at [parndt@ases.org](mailto:parndt@ases.org)
**ASES MONTHLY WEBINAR SERIES**

**SUPPORT ASES TECHNICAL DIVISIONS** $5,000

Exclusive sponsorship of one Webinar in the *ASES Monthly Webinar Series* and receive recognition alongside quality content viewed by thousands of solar professionals. Optional opportunity to provide guest panelists.

**INTERESTED?**

Contact sales@ases.org or Phil Arndt at parndt@ases.org.
Tiny Watts is a community of people that are engaged with using small solar powered devices, sharing stories, tricks, tips, and the joy in the using a self-sufficient tools powered by the sun. This includes, but is not limited to, solar cooking, solar charging devices, solar powered lighting, solar-powered sensors/cameras, solar toys, and a community of builders/creators that are using solar to create tools/art for the community.

A variety of engagement platforms:
- An online registry to track use to Tiny Watts devices.
- Social media communities sharing stories and engaging with the community.
- A store selling Tiny Watt goods.
- An discussion board for reviewing products and to share calls for action.
- A blog telling stories of how to use Tiny Watts

Now is a great time to become a founding sponsor of Tiny Watts.

Become a founding sponsor and display your products at SOLAR 2021. And continue to be recognized for your ongoing support.

Founding Sponsor $5,000
Tiny Sponsor < $5,000

Email materials to sales@ases.org or Phil Arndt at parndt@ases.org.
ases.org/tinywatts
ADVERTISING AND SPONSORSHIPS CONTACT
Phil Arndt, Business Development
P: 802-318-5019
E: parndt@ases.org

American Solar Energy Society
2525 Arapahoe Ave, Ste E4-253
Boulder, Colorado 80302
P: (303) 443-3130
E: info@ases.org
ases.org