2023 Media Portfolio

Solar Today Magazine
Solar@Work E-Newsletter
SOLAR Conference
National Solar Tour

Online Community
Monthly Webinars
Tiny Watts
Sponsorship Packages
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**We connect the people, information, events and resources that cultivate community and power progress.**

**ASES MEMBERS ARE**
- Educators ................................. Homeowners
- Contractors .............................. Policy Makers
- Developers .............................. Researchers
- Architects ............................... Manufacturers
- Engineers ............................... Solar Enthusiasts
- Installers ............................... Students

**Committed to Advancing Solar**

**ASES DELIVERS A BROAD, DIVERSE REACH**

<table>
<thead>
<tr>
<th>60K</th>
<th>20K</th>
<th>13K</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTACTS</td>
<td>MEMBERS</td>
<td>PAGE VIEWS PER MONTH</td>
</tr>
<tr>
<td>45K</td>
<td>142K</td>
<td>15K</td>
</tr>
<tr>
<td>TWITTER FOLLOWERS</td>
<td>FACEBOOK FOLLOWERS</td>
<td>LINKEDIN FOLLOWERS</td>
</tr>
</tbody>
</table>

**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
Magazine Advertising Opportunities
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 60K renewable energy professionals, advocates, and end users. Additional visibility of 13K page views/month at ases.org/solartoday, plus 45K Twitter and 142K Facebook followers.

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Bonus Distribution</th>
<th>Ad Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING 2023</strong></td>
<td></td>
<td>Feb 1</td>
<td>Feb 5</td>
</tr>
<tr>
<td>- Solar Marketing and Consumer Behavior</td>
<td>Building Energy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Solar Storytelling - Solar Public Relations</td>
<td>March 27-29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Environmental Behavior Change</td>
<td>Solar Decathlon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- ESG Legislation</td>
<td>Solar Elevated Highways</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUMMER 2023</strong></td>
<td></td>
<td>May 1</td>
<td>May 5</td>
</tr>
<tr>
<td>- Innovative Solar Buildings</td>
<td>ASES SOLAR 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- ASES National Solar Tour</td>
<td>August 8-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Passive Solar - Green Construction</td>
<td>Boulder, CO</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FALL 2023</strong></td>
<td></td>
<td>Aug 1</td>
<td>Aug 5</td>
</tr>
<tr>
<td>- Minerals Challenges and Solutions</td>
<td>EEBA High Performance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Copper and Inequality</td>
<td>Homes Summit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Deserts, Water and Lithium</td>
<td>October 10-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Aluminum and the Energy Transition</td>
<td>Salt Lake City, UT</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WINTER 2023</strong></td>
<td></td>
<td>Nov 1</td>
<td>Nov 5</td>
</tr>
<tr>
<td>- Solar Marketing and Consumer Behavior</td>
<td>Intersolar North America</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Solar Storytelling - Solar Public Relations</td>
<td>February 14-16, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Environmental Behavior Change</td>
<td>Long Beach, CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SOLAR 2023 CONFERENCE PROGRAM</strong></td>
<td></td>
<td>May 25</td>
<td>Jul 1</td>
</tr>
<tr>
<td>- Conference Schedule</td>
<td>SOLAR 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Speaker and Special Event Info</td>
<td>Nationwide tour sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NATIONAL SOLAR TOUR GUIDE</strong></td>
<td></td>
<td>Aug 15</td>
<td>Aug 20</td>
</tr>
<tr>
<td>- Solar Basics</td>
<td>Insert in Solar Today, Fall Issue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contact Phil Arndt at sales@ases.org or parndt@ases.org for ad placement.
## 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. Email sales@ases.org representative about availability of guaranteed premium positions.

### Special Inserts
Contact sales@ases.org 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 at 100% size (300 DPI preferred). File formats accepted are PDF, TIFF, and JPEG only.

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

## AD SIZE SPECS

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (bleed)</td>
<td>8.75&quot; (222.25mm)</td>
<td>11.125&quot; (282.575mm)</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>7.5&quot; (190.5mm)</td>
<td>10&quot; (254mm)</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.9167&quot; (124.88mm)</td>
<td>9.5&quot; (241.3mm)</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.9167&quot; (124.88mm)</td>
<td>4.75&quot; (120.65mm)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.5&quot; (190.5mm)</td>
<td>4.9167&quot; (124.88mm)</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.333&quot; (59.25mm)</td>
<td>9.5&quot; (241.3mm)</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>4.9167&quot; (124.88mm)</td>
<td>3.125&quot; (79.375mm)</td>
</tr>
<tr>
<td>Business Card</td>
<td>4.9167&quot; (124.88mm)</td>
<td>2.375&quot; (60.325mm)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>1x</th>
<th>2x</th>
<th>4x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Spread</td>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
</tr>
<tr>
<td>Business Card</td>
<td>$1,000</td>
<td>$900</td>
<td>$700</td>
</tr>
</tbody>
</table>
Solar Today has 60K online subscribers on its email list. Some of our articles are syndicated through GreenBiz. Our authors promote the magazine through their professional channels.

### Rates and Specs

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Size (Pixels)</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADERBOARD</strong></td>
<td>2,000 x 185</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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FEATURE BOX</strong></td>
<td>360 x 300</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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SIDEBAR BOX</strong></td>
<td>360 x 360</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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>REGIONAL ROUNDP</strong></td>
<td>360 x 360</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.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

File types accepted: JPG, GIF, PNG

Contact Phil Arndt at sales@ases.org or parndt@ases.org for ad placement.
Solar@Work E-Newsletter is our biweekly newsletter email that reaches 50K 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.

### Rates and Specs

**Frequency:** Every other week

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Size (Pixels)</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEADERBOARD</strong></td>
<td>1140 x 105</td>
<td>$5,000</td>
<td>$17,000</td>
</tr>
<tr>
<td>Exclusive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position: Below Masthead</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SKYSCRAPER</strong></td>
<td>360 x 1200</td>
<td>$4,250</td>
<td>$15,000</td>
</tr>
<tr>
<td>Three per location</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position: Sidebar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SQUARE</strong></td>
<td>360 x 360</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Two per location</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position: Sidebar</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

File types accepted: JPG, GIF, PNG

Static ad recommended for best viewing in multiple email clients.

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**Exclusive—One per Quarter**

Great way to run a special promotion or put the word on the street! We will work with you on the email design to ensure a successful delivery.

One email sent to 50K renewable energy contacts: **$4,000**

Contact Phil Arndt at sales@ases.org or parndt@ases.org for more details. Restrictions apply.

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Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.
Conferences Sponsorship Opportunities
Sponsorships of the ASES SOLAR 2023 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 2023 sponsors receive exposure to thousands of solar professionals and advocates.

**Sponsorship Benefits**

- Conference-wide visibility and brand recognition
- Logo placement and company mentions across multiple events, in ASES publications, websites, social media, and more
- Opportunities to display and share information with attendees
- Tax-deductible sponsorships (considered donations to ASES, a nonprofit organization)

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**TRACKS**

Track 1: Decarbonizing the Building Sector
Track 2: Smart Grids from Nano to Macro
Track 3: Applications of PV and Solar Thermal
Track 4: Life Cycles and Impacts
Track 5: Educating & Engaging Stakeholders
Track 6: Equitable Energy Ownership and Access – Policy, Regulation, and Investment

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**CLASSES AND EVENTS**

- Opening Reception
- Technical Sessions
- Spirit and Sustainability Forum
- Renewable Energy Facility Tours
- Solar and Renewable Workshops
- Industry Round Table
- International Solar Applications
- Chapter and Division Caucuses
- Annual Awards Banquet
- Solar Installer Training
- Annual Membership Meeting
- Poster Presentations
- Emerging Professionals
- Women in Solar Energy (WISE)
- Keynotes
- Electric Vehicle Demos
Sponsor Commitment Deadline: May 23, 2023
Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.

**PLATINUM**
- “Platinum Sponsor” title designation on all conference outreach
- Tier 1 logo on ASES National Solar Conference 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 VIP conference registrations
- Sponsor advertisement in Solar Today full page in three editions
- Interactive exhibit booth in person or online
- Live or video presentation at Industry Round Table during the conference
- Recognition at keynotes sessions and ASES events during the conference
- Attendee contact list

**GOLD**
- Tier 1 logo on ASES National Solar Conference website and high impact placement at conference
- Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
- Five complimentary conference registrations
- Sponsor advertisement in Solar Today full page in three editions
- Interactive exhibit booth in person or online
- Live or video presentation at Industry Round Table during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list

**SILVER**
- Tier 1 logo on ASES National Solar Conference website
- Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
- Two complimentary conference registrations
- Sponsor advertisement in Solar Today half-page ad in three editions
- Interactive exhibit booth in person or online
- Live or video presentation at Industry Round Table during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list

**BRONZE**
- Tier 3 Logo on ASES National Solar Conference website
- One complimentary conference registration
- Live or video presentation at Industry Round Table during the conference

**JEDI HERO**
- Supports Justice Equity Diversity and Inclusion conference scholarships for five low-income applicants
- Tier 3 Logo on ASES National Solar Conference website
- One complimentary conference registration
- Live or video presentation at Industry Round Table during the conference
American Solar Energy Society  |  2023 Media Kit

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 6-8, 2023**, 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

### AT-A-GLANCE

- **Date:** October 6-8, 2023
- **Virtual and In-Person**
- **Virtual Tours** are on the website through the end of the year providing three added months of exposure
- See heat pumps, EV charging, energy efficient homes with low cost retrofits
- 1,500+ solar homes and businesses
- 20K+ attendees
- Experience solar living innovations
- Learn money-saving best practices
- Get your neighbor’s advice!

### ATENDEES ARE

- Educators
- Contractors
- Developers
- Architects
- Engineers
- Installers
- Consultants
- Policy Makers
- Researchers
- Manufacturers
- Solar Enthusiasts
- Students

NEW Solar Street Fairs, Booths at Farmers Markets and more general public outreach!
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 3)</th>
<th>GOLD (limit 5)</th>
<th>SILVER (limit 5)</th>
<th>BRONZE (limit 10)</th>
<th>LOCAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium logo placement in all Tour marketing assets (tour logo, web, print, social)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of an ASES webinar featuring your speaker(s)</td>
<td>✓</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>
<td></td>
</tr>
<tr>
<td>Company logo and link on Tour website</td>
<td>✓</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>
<td></td>
</tr>
<tr>
<td>Social media recognitions</td>
<td>✓</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>Leaderboard Ad Full Page Ad</td>
<td>Skyscraper Ad 1/2 Page Ad</td>
<td>Square Ad 1/4 Page Ad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company logo and link on Tour website through end of year</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**SPONSORSHIP RATE**

- **PLATINUM** $15,000
- **GOLD** $8,000
- **SILVER** $4,000
- **BRONZE** $2,500
- **LOCAL** $1,000

Special nonprofit rates available

**ASES DELIVERS A BROAD, DIVERSE REACH**

- 60K CONTACTS
- 20K MEMBERS
- 13K PAGE VIEWS PER MONTH
- 45K TWITTER FOLLOWERS
- 142K FACEBOOK FOLLOWERS
- 15K LINKEDIN FOLLOWERS

**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: August 15, 2023**

Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.
The ASES Online Community website is visible to 25K+ ASES community members and the general public.

DIGITAL ADVERTISING RATES

RATES AND SPECS

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Size (Pixels)</th>
<th>Location</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOME PAGE LEADERBOARDS</td>
<td>962 x 125</td>
<td>Homepage only</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>INTERIOR PAGE LEADERBOARDS</td>
<td>962 x 125</td>
<td>Interior Pages only</td>
<td>$1,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

File types accepted: JPG, PNG

Contact Phil Arndt at sales@ases.org or parndt@ases.org for ad placement.

community.ases.org

American Solar Energy Society | 2023 Media Kit
ASES
MONTHLY WEBINAR SERIES
SPONSORSHIP PACKAGES

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. ASES will mention your company and/or product, share a graphic or logo live during the introduction of the webinar. The webinar is also recorded and placed on ASES’s YouTube account that has hundreds of subscribers and for public viewing.

SIX MONTH SERIES $10,000
Sponsor six webinars in the ASES Monthly Webinar Series and receive recognition alongside quality content viewed by thousands of solar professionals. ASES will mention your company and/or product, share a graphic or logo live during the introduction of the webinars. Optional opportunity to provide guest panelists for one webinar. The webinars are also recorded and placed on ASES’s YouTube account that has hundreds of subscribers and for public viewing.

Interested in sponsorship? Contact Phil Arndt at sales@ases.org or 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 energy calculator to track use to Tiny Watts devices
- Social media communities sharing stories and engaging with the community
- An discussion board for reviewing products and to share calls for action
- A store selling Tiny Watts goods
- 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 2023. And continue to be recognized for your ongoing support.

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**FOUNDING SPONSOR $5,000**
- 1/4 page ad in Solar Today magazine
- Listing on Tiny Watts Partner Page
- Feature box ad on ases.org at 360 x 300 pixels

**TINY SPONSOR $1,500**
- Business card sized ad in Solar Today magazine
- Listing on Tiny Watts Partner Page

[ases.org/tinywatts](ases.org/tinywatts)

Send materials to Phil Arndt at sales@ases.org or parndt@ases.org.
CORPORATE SPONSORSHIPS

These can be general or targeted to support the initiative of your choice:

**TERAWATT $50,000**

- Tier 1 logo on ASES website for 12 months and high impact placement at the annual National Solar Conference
- Dedicated press release through PR Newswire
- Eight social media promotions (two each on LinkedIn, Facebook, Instagram and Twitter)
- Eight complimentary VIP annual National Solar Conference registrations
- Advertisement in Solar Today—full page in four editions
- Interactive exhibit booth in person and/or online at the annual National Solar Conference
- Live or video presentation during the Industry Roundtable at the annual National Solar Conference or an ASES Webinar
- Recognition at keynotes sessions and ASES events during the annual National Solar Conference
- Logo added to the annual National Solar Conference sponsor reel
- Logo printed in the annual National Solar Tour brochure

**GIGAWATT $35,000**

- Tier 2 logo on ASES website for 12 months and high impact placement at the National Solar Conference
- Six social media promotions (mix of posts on LinkedIn, Facebook, Instagram and Twitter)
- Five complimentary National Solar Conference registrations
- Advertisement in Solar Today—full page in two editions
- Interactive exhibit booth at the National Solar Conference in person and/or online
- Live or video presentation during the Industry Roundtable at the National Solar Conference or ASES Webinar
- Logo added to the annual National Solar Conference sponsor reel
- Recognition at keynote sessions at the National Solar Conference
- Logo printed in the annual National Solar Tour brochure

(Continued on next page)
MEGAWATT $20,000

- Tier 3 logo on ASES website for 12 months and high impact placement at the National Solar Conference
- Four social media promotions (one each on LinkedIn, Facebook, Instagram and Twitter)
- Two complimentary conference registrations
- Advertisement in Solar Today—full page ad in one edition
- Interactive exhibit booth in person and/or online at the National Solar Conference
- Live or video presentation during the annual National Solar Conference or ASES Webinar
- Logo added to the annual National Solar Conference sponsor reel
- Logo printed in the annual National Solar Tour brochure

KILOWATT $10,000

- Tier 4 Logo on ASES website for 12 months and high impact placement at the National Solar Conference
- One complimentary conference registration to the annual National Solar Conference
- Interactive exhibit booth in person and/or online at the National Solar Conference
- Logo added to the annual National Solar Conference sponsor reel
- Logo printed in the annual National Solar Tour brochure

send inquiries to Phil Arndt at sales@ases.org or parndt@ases.org.
## Price Summary

### Advertising
- **Solar Today magazine**
  - Full Page Ad $3,000/quarter
  - Half Page Ad $2,000/quarter
  - Quarter Page Ad $1,500/quarter
  - Business Card Ad $1,000/quarter
- **Solar@Work e-Newsletter**
  - Leaderboard $5,000/quarter
  - Skyscraper $4,250/quarter
  - Square $3,000/quarter
- **ASES website**
  - Leaderboard $5,000/quarter
  - Feature Box $3,000/quarter
  - Sidebar Box $4,000/quarter
  - Regional Roundup $2,000/quarter
- **Online Community**
  - Home Leaderboard $3,000/quarter
  - Interior Page Leaderboard $1,500/quarter

### Sponsorships
- **National Solar Tour Sponsorships**
  - Platinum $15,000
  - Gold $8,000
  - Silver $4,000
  - Bronze $2,500
  - Local $1,000
- **National Solar Conference Sponsorships**
  - Platinum $15,000
  - Gold $10,000
  - Silver $5,000
  - JEDI $3,500
  - Bronze $1,500
- **Webinars Sponsorships**
  - 1 Webinar $5,000
  - 6 month series $10,000
- **Tiny Watts Sponsorships**
  - Founding Sponsor $5,000
  - Tiny Sponsor $1,500
- **Corporate Sponsorships**
  - Terawatt $50,000
  - Gigawatt $35,000
  - Megawatt $20,000
  - Kilowatt $10,000