

The power of community

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

60K CONTACTS 20K MEMBERS

13K PAGE VIEWS PER MONTH

45K TWITTER 142K FACEBOOK FOLLOWERS 15K LINKEDIN FOLLOWERS



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



Information is power.

Magazine Advertising Opportunities





EDITORIAL CALENDAR

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.

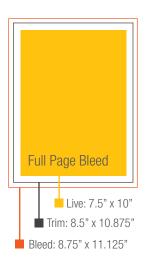
Editorial Focus	Bonus Distribution	Ad Space Deadline	Materials Deadline
SPRING 2023 Inflation Reduction Act Implementation Solar Decathlon Solar Elevated Highways ESG Legislation	Building Energy March 27-29 Boston, MA	Feb 1	Feb 5
SUMMER 2023 Innovative Solar Buildings ASES National Solar Tour Passive Solar - Green Construction	ASES SOLAR 2023 August 8-11 Boulder, CO RE+/SPI September 11-14 Las Vegas, NV	May 1	May 5
FALL 2023 • Minerals Challenges and Solutions • Copper and Inequality • Deserts, Water and Lithium • Aluminum and the Energy Transition • Cobalt and the Democratic Republic of the Congoo • Greener Alternatives for Rare Minerals • Environmental Costs of Minerals	EEBA High Perfomance Homes Summit October 10-12 Salt Lake City, UT	Aug 1	Aug 5
WINTER 2023 · Solar Marketing and Consumer Behavior · Solar Storytelling - Solar Public Relations · Environmental Behavior Change	Intersolar North America February 14-16, 2023 Long Beach, CA	Nov 1	Nov 5
SOLAR 2023 CONFERENCE PROGRAM · Conference Schedule · Speaker and Special Event Info	SOLAR 2023	May 25	Jul 1
NATIONAL SOLAR TOUR GUIDE · Solar Basics	Nationwide tour sites Insert in Solar Today, Fall Issue	Aug 15	Aug 20

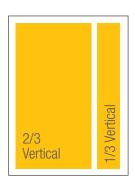
Contact Phil Arndt at sales@ases.org or parndt@ases.org for ad placement.



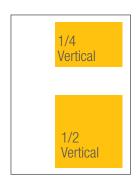
PRINT ADVERTISING RATES

Rate Card #28 / 4-Color, Gross Rates					
	1x	2x	4x	6x	
Full Spread	\$5,000	\$4,500	\$4,000	\$3,500	
Full Page	\$3,000	\$2,750	\$2,500	\$2,225	
2/3 Vertical	\$2,500	\$2,250	\$2,000	\$1,750	
1/2 Vertical	\$2,000	\$1,750	\$1,500	\$1,250	
1/2 Horizontal	\$2,000	\$1,750	\$1,500	\$1,250	
1/3 Vertical	\$1,750	\$1,500	\$1,250	\$1,100	
1/4 Vertical	\$1,500	\$1,300	\$1,100	\$1,000	
Business Card	\$1,000	\$900	\$700	\$500	





2/3 Vertical: 4.9167" x 9.5" **1/3 Vertical:** 2.333" x 9.5"



1/4 Vertical: 4.9167" x 3.125" **1/2 Vertical:** 4.9167" x 4.75"



Business Card: 4.9167" x 2.375" **1/2 Horizontal:** 7.5" x 4.9167"

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.

Incorte

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

AD SIZE SPECS

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)	4.9167" (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	4.9167" (124.88mm)	2.375" (60.325mm)



ONLINE DIGITAL ADVERTISING RATES

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.





Home Page **LEADERBOARD**



Home Page **FEATURE BOX**



Magazine Article Page SIDEBAR BOX

RATES AND SPECS

Ad Options	Size (Pixels)	Per Quarter	Annual
LEADERBOARD High Exposure—Appears on home page and all article/sub pages (500+) directly below main nav. This is a rotator ad.	2,000 x 185	\$5,000	\$18,000
FEATURE BOX Medium Exposure—Appears on home page half way down, next to featured advertiser logos. This is a rotator ad.	360 x 300	\$3,000	\$10,000
SIDEBAR BOX High Volume Exposure—Appears on every article/sub page (500+ pages). This is a rotator ad.	360 x 360	\$4,000	\$14,000
REGIONAL ROUNDUP Same placement as Advertiser Feature Box—Appears with regional focus article. One per issue of Solar Today.	360 x 360	\$2,000	\$8,000

File types accepted: JPG, GIF, PNG

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



E-NEWSLETTER ADVERTISING RATES

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

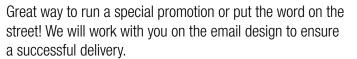
Ad Options	Size (Pixels)	Per Quarter	Annual
LEADERBOARD Exclusive Position: Below Masthead	1140 x 105	\$5,000	\$17,000
SKYSCRAPER Three per location Position: Sidebar	360 x 1200	\$4,250	\$15,000
SQUARE Two per location Position: Sidebar	360 x 360	\$3,000	\$10,000

File types accepted: JPG, GIF, PNG

Static ad recommended for best viewing in multiple email clients.

EXCLUSIVE—ONE PER QUARTER

DEDICATED CUSTOM EMAIL



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

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

Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.



Conference Sponsorship
Opportunities





August 8-11, 2023 | University of Colorado, Boulder CONFERENCE OVERVIEW

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.

CONFERENCE ATTENDEES ARE

Educators Homeowners Contractors Policy Makers Developers Researchers Architects Manufacturers Engineers Solar Enthusiasts Students

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)



Installers

Transforming the Energy Landscape for Al

August 8-11, 2023 University of Colorado, Boulder



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

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
- Flectric Vehicle Demos

August 8-11, 2023 | University of Colorado, Boulder

CONFERENCE SPONSORSHIPS

\$15,000 (5 available) **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 \$10,000 (5 available)

- Tier 2 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 ad 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 \$5,000 (10 available)

- Tier 2 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

\$1,500 (10 available) **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 \$3,500 (5 available)

- 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

Sponsor Commitment Deadline: May 23, 2023

Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.

American Solar Energy Society | 2023 Media Kit

ASES NATIONAL SOLAR TOUR

Sponsorship Opportunities





October 6-8, 2023

OVERVIEW



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!

ATTENDEES ARE

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



NEW Solar Street Fairs, Booths at Farmers Markets and more general public outreach!



October 6-8, 2023

SPONSOR BENEFITS AND PRICING

Sponsorships make this important event possible and have a tangible impact on an individual and community-wide basis.

BENEFITS	PLATINUM (limit 3)	GOLD (limit 5)	SILVER (limit 5)	BRONZE (limit 10)	LOCAL
Premium logo placement in all Tour marketing assets (tour logo, web, print, social)	~				
Sponsorship of an ASES webinar featuring your speaker(s)	V				
Logo featured on Tour signs and posters nationwide	~	~			
Company logo and link on Tour website	V	✓	V	V	
Mention in Tour press releases	~	✓	✓	✓	~
Social media recognitions	V	V	V	~	~
Ad, four issues of Solar@Work newsletter, and 4 issues (one year) of Solar Today magazine	Leaderboard Ad Full Page Ad	Skyscraper Ad 1/2 Page Ad	Square Ad 1/4 Page Ad		
Company logo and link on Tour website through end of year	~	V	~	~	~
SPONSORSHIP RATE	\$15,000	\$8,000	\$4,000	\$2,500	\$1,000

Special nonprofit rates available

ASES DELIVERS A BROAD, DIVERSE REACH

60K CONTACTS

20K MEMBERS

13K PAGE VIEWS PER MONTH 45K TWITTER FOLLLOWERS 142K FACEBOOK

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

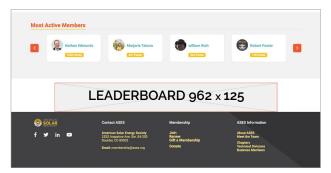
Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.



DIGITAL ADVERTISING RATES

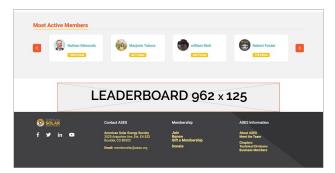
The ASES Online Community website is visible to 25K+ ASES community members and the general public.





HOME PAGE LEADERBOARDS





INTERIOR PAGES LEADERBOARDS

RATES AND SPECS

Ad Options	Size (Pixels)	Location	Per Quarter	Annual
HOME PAGE LEADERBOARDS	962 x 125	Homepage only	\$3,000	\$10,000
INTERIOR PAGE LEADERBOARDS	962 x 125	Interior Pages only	\$1,500	\$5,000

File types accepted: JPG, PNG



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

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.



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



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:

Justice, Equity, Diversity, and Inclusion (JEDI) in Solar Young Professionals in Solar: Mentorships, Internships, Scholarships

Zero Emissions Network (ZEN)

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)

CORPORATE SPONSORSHIPS

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



The ASES ZEN team supported the development of Jack's Solar Garden in Longmont, Colorado and provided community solar subscriptions to low-income neighbors.

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 \$1000/quarter

Solar@Work e-Newsletter

Leaderboard \$5000/quarter Skyscraper \$4250/quarter Square \$3,000/quarter

ASES website

Leaderboard \$5000/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



Advertising and Sponsorships Contact

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