2023 Media Portfolio

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

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**ASES MEMBERS ARE**

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

**Committed to Advancing Solar**

**ASES DELIVERS A BROAD, DIVERSE REACH**

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

**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

- Electrification: Coming Soon to a Community Near You
- Agrivoltaics: Have Your Kale And Eat It Too
- Peace Through Solar Power

Information is power.
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>
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<th>Editorial Focus</th>
<th>Bonus Distribution</th>
<th>Ad Space Deadline</th>
<th>Materials Deadline</th>
</tr>
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<tbody>
<tr>
<td><strong>WINTER 2022</strong></td>
<td>Intersolar North</td>
<td>Nov 1</td>
<td>Nov 5</td>
</tr>
<tr>
<td>· NABCEP Training</td>
<td>America</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Inflation Reduction Act</td>
<td>February 14-16, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Women in Solar Installation</td>
<td>Long Beach, CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Online Solar Education</td>
<td>Solar Apprenticeships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Solar Programs for College Students</td>
<td>Solar in Latin America</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Native American Solar Education</td>
<td>Earth for All: A Survival Guide for Humanity</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SPRING 2023</strong></td>
<td>Building Energy</td>
<td>Feb 1</td>
<td>Feb 5</td>
</tr>
<tr>
<td>· Digital Tech</td>
<td>March 27-29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Solar Superhighways</td>
<td>Boston, MA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Solar Powered Carbon Dioxide Converter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUMMER 2023</strong></td>
<td>ASES SOLAR 2023</td>
<td>May 1</td>
<td>May 5</td>
</tr>
<tr>
<td>· Copper and Inequality</td>
<td>August 8-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Deserts, Water and Lithium</td>
<td>Boulder, CO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Aluminum and the Energy Transition</td>
<td>RE+/SPI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Cobalt and The Congo</td>
<td>September 11-14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Greener Alternatives for Rare Minerals</td>
<td>Las Vegas, NV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Environmental Costs of Minerals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Solar in Latin America</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FALL 2023</strong></td>
<td>EEBA High Performance Homes Summit</td>
<td>Aug 1</td>
<td>Aug 5</td>
</tr>
<tr>
<td>· Solar in Africa</td>
<td>October 10-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Green Architecture</td>
<td>Salt Lake City, UT</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SOLAR 2023 CONFERENCE PROGRAM</strong></td>
<td>SOLAR 2023</td>
<td>May 25</td>
<td>Jul 1</td>
</tr>
<tr>
<td>· Conference Schedule</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Speaker and Special Event Info</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NATIONAL SOLAR TOUR GUIDE</strong></td>
<td>Nationwide tour sites</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.
American Solar Energy Society | 2023 Media Kit

Print Advertising Rates

<table>
<thead>
<tr>
<th>Rate Card #28 / 4-Color, Gross Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
</tr>
<tr>
<td>2x</td>
</tr>
<tr>
<td>4x</td>
</tr>
<tr>
<td>6x</td>
</tr>
<tr>
<td>Full Spread                          $5,000  $4,500  $4,000  $3,500</td>
</tr>
<tr>
<td>Full Page                            $3,000  $2,750  $2,500  $2,225</td>
</tr>
<tr>
<td>2/3 Vertical                         $2,500  $2,250  $2,000  $1,750</td>
</tr>
<tr>
<td>1/2 Vertical                         $2,000  $1,750  $1,500  $1,250</td>
</tr>
<tr>
<td>1/2 Horizontal                       $2,000  $1,750  $1,500  $1,250</td>
</tr>
<tr>
<td>1/3 Vertical                         $1,750  $1,500  $1,250  $1,100</td>
</tr>
<tr>
<td>1/4 Vertical                         $1,500  $1,300  $1,100  $1,000</td>
</tr>
<tr>
<td>Business Card                        $1,000  $900   $700   $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. 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>
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Solar Today has 53K 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>
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<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 our 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.

**E-NEWSLETTER ADVERTISING RATES**

**Frequency:** Every other week

**Ad Options**

<table>
<thead>
<tr>
<th>Size (Pixels)</th>
<th>Per Quarter</th>
<th>Annual</th>
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<tbody>
<tr>
<td>LEADERBOARD 1140 x 105</td>
<td>$5,000</td>
<td>$17,000</td>
</tr>
<tr>
<td>SKYSCRAPER 360 x 1200</td>
<td>$4,250</td>
<td>$15,000</td>
</tr>
<tr>
<td>SQUARE 360 x 360</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

File types accepted: JPG, GIF, PNG

Static ad recommended for best viewing in multiple email clients.

**DEDICATED CUSTOM EMAIL**

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.

Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.
ASES SOLAR 2023

Conference 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)

### Tracks

- **Track 1:** Decarbonizing the Building Sector
- **Track 2:** Smart Grids from Nano to Micro
- **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
- Electric Vehicle Demos
American Solar Energy Society  |  2023 Media Kit

Sponsor Commitment Deadline: May 23, 2023
Contact Phil Arndt at sales@ases.org or parndt@ases.org for more information.

PLATINUM  $15,000 (5 available)
- “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 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  $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

BRONZE  $1,500 (10 available)
- 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
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 7-8, 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 7-8, 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
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.

### Sponsor Benefits and Pricing

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum (limit 3)</th>
<th>Gold (limit 5)</th>
<th>Silver</th>
<th>Bronze</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

### 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 15K+ ASES community members and the general public.

### DIGITAL ADVERTISING RATES

The ASES Online Community website is visible to 15K+ ASES community members and the general public.

### LEADERBOARD 962 x 125

#### HOME PAGE LEADERBOARDS

- **Welcome to the ASES Online Community**
- **Explore**
- **Contact**
- **Engage**

#### INTERIOR PAGES LEADERBOARDS

<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><strong>HOME PAGE LEADERBOARDS</strong></td>
<td>962 x 125</td>
<td>Homepage only</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>INTERIOR PAGE LEADERBOARDS</strong></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.
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**

- 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**

- Business card sized ad in Solar Today magazine
- Listing on Tiny Watts Partner Page

[ases.org/tinywatts](http://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**

- 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 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**

- 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 annual 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

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