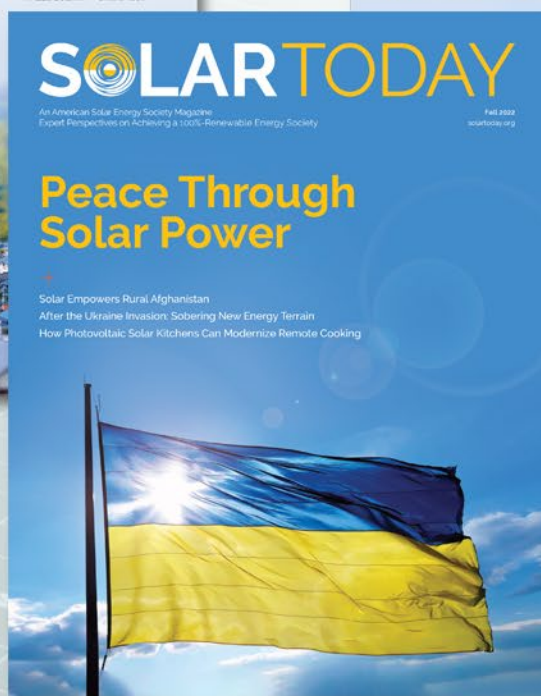
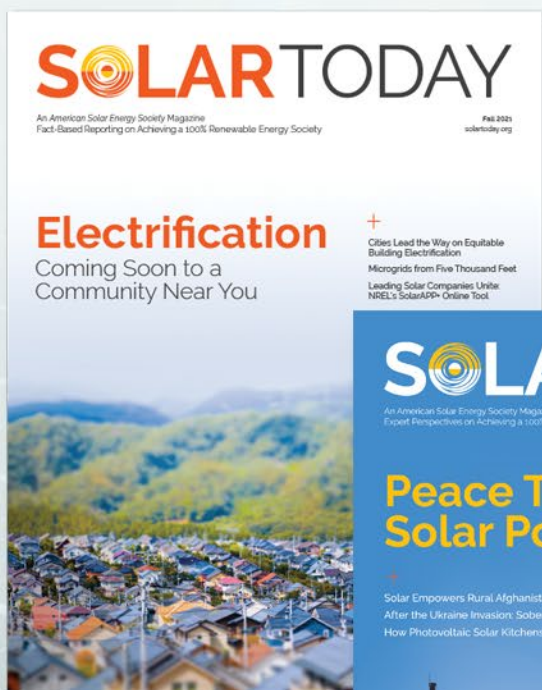


SOLAR TODAY

Information is power.

Magazine Advertising Opportunities



SOLAR TODAY

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.

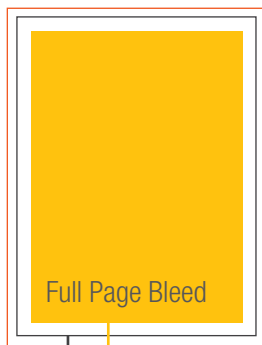
Editorial Focus	Bonus Distribution	Ad Space Deadline	Materials Deadline
WINTER 2022 <ul style="list-style-type: none"> · NABCEP Training · Inflation Reduction Act · Women in Solar Installation · Online Solar Education · Solar Apprenticeships · Solar Programs for College Students · Native American Solar Education · Earth for All: A Survival Guide for Humanity 	Intersolar North America February 14-16, 2023 Long Beach, CA	Nov 1	Nov 5
SPRING 2023 <ul style="list-style-type: none"> · Digital Tech · Solar Superhighways · Solar Powered Carbon Dioxide Converter 	Building Energy March 27-29 Boston, MA	Feb 1	Feb 5
SUMMER 2023 <ul style="list-style-type: none"> · Copper and Inequality · Deserts, Water and Lithium · Aluminum and the Energy Transition · Cobalt and The Congo · Greener Alternatives for Rare Minerals · Environmental Costs of Minerals · Solar in Latin America 	ASES SOLAR 2023 August 8-11 Boulder, CO RE+/SPI September 11-14 Las Vegas, NV	May 1	May 5
FALL 2023 <ul style="list-style-type: none"> · Solar in Africa · Green Architecture 	EEBA High Performance Homes Summit October 10-12 Salt Lake City, UT	Aug 1	Aug 5
SOLAR 2023 CONFERENCE PROGRAM <ul style="list-style-type: none"> · Conference Schedule · Speaker and Special Event Info 	SOLAR 2023	May 25	Jul 1
NATIONAL SOLAR TOUR GUIDE <ul style="list-style-type: none"> · 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.

SOLAR TODAY

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

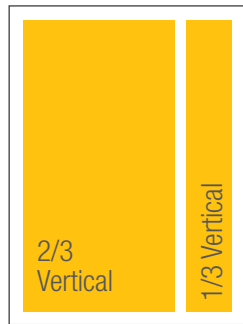


Full Page Bleed

■ Live: 7.5" x 10"

■ Trim: 8.5" x 10.875"

■ Bleed: 8.75" x 11.125"

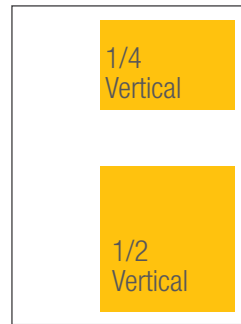


2/3 Vertical

1/3 Vertical

2/3 Vertical: 4.9167" x 9.5"

1/3 Vertical: 2.333" x 9.5"

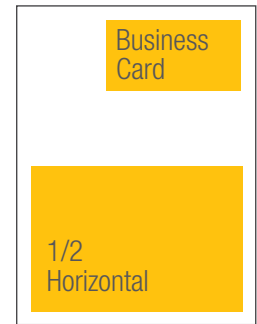


1/4 Vertical

1/2 Vertical

1/4 Vertical: 4.9167" x 3.125"

1/2 Vertical: 4.9167" x 4.75"



Business Card

1/2 Horizontal

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.

Inserts

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)

SOLAR TODAY

ONLINE DIGITAL ADVERTISING RATES

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.

 ases.org/solartoday



Home Page
LEADERBOARD



Home Page
FEATURE BOX



Magazine Article Page
SIDEBAR BOX

RATES AND SPECS

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

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

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 | E: sales@ases.org

www.ases.org