2022 Media Portfolio

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

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

Committed to Advancing Solar

ASES DELIVERS A BROAD, DIVERSE REACH

55K CONTACTS
13K MEMBERS
18K PAGE VIEWS PER MONTH

44.7K TWITTER FOLLOWERS
135K 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
**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/month at ases.org/solartoday, plus 39K Twitter and 144K Facebook followers.

<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>
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</thead>
<tbody>
<tr>
<td><strong>SPRING</strong></td>
<td>Windows, Doors, Roofs</td>
<td>ASES SOLAR 2022</td>
<td>Feb 1</td>
<td>Feb 15</td>
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<tr>
<td></td>
<td>Products of Solar Small Businesses</td>
<td></td>
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<tr>
<td></td>
<td>Energy-Monitoring Products for</td>
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<tr>
<td></td>
<td>Homes and Businesses</td>
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<td><strong>ASES SOLAR 2022</strong></td>
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<tr>
<td></td>
<td>June 21-24</td>
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<tr>
<td></td>
<td>Alburquerque, NM</td>
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<tr>
<td><strong>SUMMER</strong></td>
<td>Utility Scale Products</td>
<td>ASES SOLAR 2022</td>
<td>May 1</td>
<td>May 15</td>
</tr>
<tr>
<td></td>
<td>Storage Products</td>
<td></td>
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<tr>
<td></td>
<td>Solar Lightbulb Products</td>
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<tr>
<td><strong>FALL</strong></td>
<td>Solar Home Products</td>
<td>Solar Power</td>
<td>Aug 1</td>
<td>Aug 15</td>
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<td></td>
<td></td>
<td>International</td>
<td></td>
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<td></td>
<td>September 18-22</td>
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<td></td>
<td></td>
<td>Anaheim, CA</td>
<td></td>
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<tr>
<td><strong>WINTER</strong></td>
<td>Solar Powered Holiday Gifts</td>
<td>Intersolar North</td>
<td>Nov 1</td>
<td>Nov 15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>America 2023</td>
<td></td>
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<td></td>
<td></td>
<td>Date: TBD</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Location: TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SOLAR 2022 CONFERENCE PROGRAM</strong></td>
<td>Sponsor Products</td>
<td>SOLAR 2022</td>
<td>Apr 1</td>
<td>Apr 15</td>
</tr>
<tr>
<td><strong>ASES AND NATIONAL SOLAR TOUR GUIDE</strong></td>
<td>Sponsor Products</td>
<td>Nationwide tour sites</td>
<td>Aug 1</td>
<td>Aug 15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Panels, Inverters, Batteries</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Nationwide tour insert,</td>
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<td></td>
<td></td>
<td>Fall Issue</td>
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</tbody>
</table>

Interested in ad placement? Contact sales@ases.org or Phil Arndt at parndt@ases.org.
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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (bleed)</td>
<td>8.75” (222.25mm)</td>
<td>11.125” (282.575mm)</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>7.5” (190.5mm)</td>
<td>10” (254mm)</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.9167” (124.88mm)</td>
<td>9.5” (241.3mm)</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.9167” (124.88mm)</td>
<td>4.75” (120.65mm)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.5” (190.5mm)</td>
<td>4.9167” (124.88mm)</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.333” (59.25mm)</td>
<td>9.5” (241.3mm)</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>4.9167” (124.88mm)</td>
<td>3.125” (79.375mm)</td>
</tr>
<tr>
<td>Business Card</td>
<td>4.9167” (124.88mm)</td>
<td>2.375” (60.325mm)</td>
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</tbody>
</table>
The Solar Today magazine website receives on average 18K page views per month. That’s a lot of exposure!

**LEADERBOARD**
2,000 x 185
High Exposure—Appears on home page and all article/sub pages (500+). Directly below main nav. This is a rotator ad.

**FEATURE BOX**
360 x 300
Medium Exposure—Appears on home page half way down, next to featured advertiser logos. This is a rotator ad.

**SIDEBAR BOX**
360 x 360
High Volume Exposure—Appears on every article/sub page (500+ pages). This is a rotator ad.

**REGIONAL ROUNDPUP**
360 x 360
Same placement as Advertiser Feature Box—Appears with regional focus article. One per issue of Solar Today.

File types accepted: JPG, GIF, PNG

Interested in ad placement? Contact sales@ases.org or Phil Arndt at parndt@ases.org.
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.

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>LEADERBOARD</td>
<td>1140 x 105</td>
<td>$4,250</td>
<td>$15,000</td>
</tr>
<tr>
<td>Exclusive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position:</td>
<td>Below Masthead</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>360 x 1200</td>
<td>$3,750</td>
<td>$12,500</td>
</tr>
<tr>
<td>Three per location</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position:</td>
<td>Sidebar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQUARE</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:</td>
<td>Sidebar</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

File types accepted: JPG, GIF, PNG

Static ad recommended for best viewing in multiple email clients.

Exclusive—One per quarter

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 45,000 renewable energy contacts: $3,500

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

Materials required one week prior to publication

Contact sales@ases.org or Phil Arndt at parndt@ases.org
Conference Sponsorship Opportunities
Sponsorships of the ASES SOLAR 2022 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 2022 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).

"I value staying connected to ASES, the conference was absolutely wonderful and well run - being live and virtual simultaneously - great job! You help our cause of obsessively leading the change to a sustainable future!"

— JENIFER S., MOXIE SOLAR, SOLAR 2021 SPONSOR
Sponsorship Opportunities:

**PLATINUM**

- “Platinum Sponsor” title designation on all conference outreach
- Tier 1 logo on ASES SOLAR 2022 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 spring and summer 2022 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 2 logo on ASES SOLAR 2022 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 spring and summer 2022 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 2 logo on ASES SOLAR 2022 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 spring and summer 2022 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 SOLAR 2022 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 SOLAR 2022 website
- One complimentary conference registration
- Live or video presentation at Industry Round Table during the conference

**Sponsor Commitment Deadline: May 1, 2022**

Contact sales@ases.org or Phil Arndt at parndt@ases.org
Supporting Justice, Equity, Diversity, and Inclusion (JEDI) in the renewable energy landscape. Allies can be individuals or organizations/businesses. These are targeted contributions. Please choose a specific initiative:

- Provide scholarships for BIPOC (Black, Indigenous, and People of Color) students in renewable energy.
- Provide internships for low-income students in renewable energy.
- Include more communities of color in the National Solar Tour.
- Provide micro-grants for global majority communities.
- Partner with ASES chapters to support programs that support BIPOC communities.
- Use ASES webinars to highlight initiatives that advance JEDI initiatives.
- Supports JEDI SOLAR 2022 conference scholarships for three low-income/student applicants.
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to New Mexico Elementary school students. *
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to New Mexico Middle School students. *
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to New Mexico High School students. *
- Support towards operating cost for educators who will instruct solar technology using the Sun Chaser Educational Tool to indigenous students in American Indian Schools located in New Mexico. *

*nmsolar.org/sun-chaser-2020
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 1–2, 2022, 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.

### 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**.

### Sponsorship 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>
</tr>
</thead>
<tbody>
<tr>
<td>Premium logo placement in all Tour marketing assets (tour logo, web, print, social)</td>
<td>✔</td>
<td></td>
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</tr>
<tr>
<td>Sponsorship of an ASES webinar featuring your speaker(s)</td>
<td>✔</td>
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<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>
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<tr>
<td>Mention in Tour press releases</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>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>
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</tbody>
</table>

### Sponsorship Rate

- **$15,000**
- **$8,000**
- **$4,000**
- **$2,500**

*Special nonprofit rates available*

**ASES DELIVERS A BROAD, DIVERSE REACH**

- **55K** CONTACTS
- **13K** MEMBERS
- **18K** PAGE VIEWS PER MONTH
- **44.7K** TWITTER FOLLOWERS
- **135K** FACEBOOK FOLLOWERS
- **15K** LINKEDIN FOLLOWERS

**Sponsor Commitment Deadline: August 15, 2022**

Contact sales@ases.org or Terri Steele at toursponsors@ases.org
The ASES Online Community website is visible to 15K+ ASES community members and the general public.

RATES AND SPECS

<table>
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<tr>
<th>Ad Options</th>
<th>Size (Pixels)</th>
<th>Location</th>
<th>Per Quarter</th>
<th>Annual</th>
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<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

Interested in ad placement? Contact sales@ases.org or Phil Arndt at parndt@ases.org.
**ASES**

**MONTHLY WEBINAR SERIES**

**SPONSORSHIP PACKAGES**

<table>
<thead>
<tr>
<th>SUPPORT ASES TECHNICAL DIVISIONS</th>
<th>$5,000</th>
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</thead>
<tbody>
<tr>
<td>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.</td>
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<table>
<thead>
<tr>
<th>SIX MONTH SERIES</th>
<th>$10,000</th>
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<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

Interested in sponsorship? 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 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 2022. 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

ases.org/tinywatts

Send materials to sales@ases.org or Phil Arndt at 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 an ASES Webinar
- Recognition at keynote 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)
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 sales@ases.org or Phil Arndt at parndt@ases.org.
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
ases.org