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.**

**TABLE OF CONTENTS**

**Solar Today Magazine**
Editorial Calendar ........................................... 4  
Print Advertising Rates .................................... 5  
Digital Advertising Rates ................................. 6  

**Solar@Work E-Newsletter**
Digital Advertising Rates ................................. 7  

**SOLAR 2022 Conference**
Overview ...................................................... 9  
Sponsorship Packages ..................................... 10  
JEDI Ally Sponsorship Packages ...................... 11  

**National Solar Tour 2022**
Overview ...................................................... 13  
Sponsor Benefits and Pricing ............................ 14  

**ASES Online Community**
Digital Advertising Rates ................................. 15  

**Webinars** .................................................. 16  

**Tiny Watts** .................................................. 17  

**Corporate Sponsorship Packages** ............... 18  

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

**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.

### Editorial Focus

<table>
<thead>
<tr>
<th>SPRING</th>
<th>New Products Showcase (Subject to change)</th>
<th>Bonus Distribution</th>
<th>Ad Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land of Enchantment: New Mexico Special Edition</td>
<td>Windows, Doors, Roofs</td>
<td>ASES SOLAR 2022</td>
<td>Feb 1</td>
<td>Feb 15</td>
</tr>
<tr>
<td>Cracking the Code: Decarbonizing the Electric Infrastructure</td>
<td>Products of Solar Small Businesses</td>
<td>June 21-24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Climate Change: Can We Scramble Fast Enough to Avoid Catastrophe?</td>
<td>Energy-Monitoring Products for Homes and Businesses</td>
<td>Alburquerque, NM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COP 26: What’s Next</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resource Assessment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Momentum in Community Solar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean Energy JEDI’s</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SUMMER

<table>
<thead>
<tr>
<th>Solar for LMI Communities</th>
<th>Utility Scale Products</th>
<th>ASES SOLAR 2022</th>
<th>May 1</th>
<th>May 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar Financing</td>
<td>Storage Products</td>
<td>June 21-24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PV Advances</td>
<td>Solar Lightbulb Products</td>
<td>Alburquerque, NM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floatovoltaics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar and Health: Water Distillation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar Modeling</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Latest Clean Energy Regulatory Policies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FALL

<table>
<thead>
<tr>
<th>Back to School: Training and Education for the Clean Energy Workforce</th>
<th>Solar Home Products</th>
<th>Solar Power International</th>
<th>Aug 1</th>
<th>Aug 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar Education/Training in the Tribal Communities</td>
<td></td>
<td>September 18-22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVs are Ready. The grid isn’t</td>
<td></td>
<td>Anaheim, CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planes, Trains, Automobiles, Ebikes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DG? Utility-Scale Solar? Yes to both.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grid Modernization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### WINTER

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>When Batteries Make Cents</td>
<td></td>
<td>2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insulation</td>
<td></td>
<td>Date: TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big Sustainability: Energy Efficiency, Circular Economy</td>
<td></td>
<td>Location: TBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimalism</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inverters: Macro v. Micro</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microgrids</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar in Production Housing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SOLAR 2022 CONFERENCE PROGRAM

<table>
<thead>
<tr>
<th>Conference Schedule</th>
<th>Sponsor Products</th>
<th>SOLAR 2022</th>
<th>Apr 1</th>
<th>Apr 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker and Special Event Info</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ASES AND NATIONAL SOLAR TOUR GUIDE

<table>
<thead>
<tr>
<th>Solar Basics</th>
<th>Sponsor Products</th>
<th>Nationwide tour sites</th>
<th>Aug 1</th>
<th>Aug 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panels, Inverters, Batteries</td>
<td>Nationwide tour insert, Fall Issue</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Interested in ad placement? Contact [sales@ases.org](mailto:sales@ases.org) or Phil Arndt at [parndt@ases.org](mailto:parndt@ases.org).
# Print Advertising Rates

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

<table>
<thead>
<tr>
<th>Size</th>
<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>
<td>$3,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,225</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
<td>$1,000</td>
</tr>
<tr>
<td>Business Card</td>
<td>$1,000</td>
<td>$900</td>
<td>$700</td>
<td>$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.

## 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>
The Solar Today magazine website receives on average 18K page views per month. That’s a lot of exposure!

<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>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>FEATURE BOX</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>SIDEBAR BOX</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>REGIONAL ROUNDP</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

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.

**E-NEWSLETTER ADVERTISING RATES**

**Solar@Work**
- **LEADERBOARD 1140 x 105**
  - The Role of Solar in Cleaning Up the U.S. Electricity Grid
  - The U.S. Department of Energy (DOE) released the Solar Futures Study detailing the significant role solar will play in decarbonizing the nation’s power grid. The study shows that by 2050, solar energy has the potential to power all of the nation’s electricity.

**SKYSCRAPER 360 x 1200**
- These Best Practices Create Hurricane Resilient Solar Power
- Hurricane Dorian hit the Bahamas in 2019, forcing the government and utilities to work hard to deploy reliable and resilient power. This article highlights the best practices learned from our “Solar Under Storm” analysis.

**SQUARE 360 x 360**
- Scientists Harness Machine Learning to Lower Solar Energy Cost
- Learn more

**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.*

**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

**CONFEREE ATTENDEES ARE**

<table>
<thead>
<tr>
<th>Educators</th>
<th>Consultants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractors</td>
<td>Policy Makers</td>
</tr>
<tr>
<td>Developers</td>
<td>Researchers</td>
</tr>
<tr>
<td>Architects</td>
<td>Manufacturers</td>
</tr>
<tr>
<td>Engineers</td>
<td>Solar Enthusiasts</td>
</tr>
<tr>
<td>Installers</td>
<td>Students</td>
</tr>
</tbody>
</table>

**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)

**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  |  2022 Media Kit

Sponsor Commitment Deadline: May 1, 2022
Contact sales@ases.org or Phil Arndt at parndt@ases.org

PLATINUM $15,000 (0 available)
- "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 $10,000 (5 available)
- 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 $5,000 (10 available)
- 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 $1,500 (10 available)
- 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 $3,500 (5 available)
- 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
JEDI ALLY SPONSORSHIPS

- JEDI Ally logo/name on ASES JEDI and/or NMSEA web page
- One complimentary conference registration
- Optional presentation during the SOLAR 2022 Industry Roundtable at the annual National Solar Conference or ASES Webinar

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.*

*Snmolar.org/sun-chaser-2020

Sponsor Commitment Deadline: May 1, 2022

Contact sales@ases.org or Phil Arndt at parndt@ases.org
ASES NATIONAL SOLAR TOUR

Sponsorship Opportunities
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.
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 Deadline: September 22, 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.

**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><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

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

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