2024 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
- **19.6K** PAGE VIEWS PER MONTH
- **46.5K** X FOLLOWERS
- **139K** FACEBOOK FOLLOWERS
- **17.7K** LINKEDIN FOLLOWERS

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**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.

<table>
<thead>
<tr>
<th>Purchase</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>10% OFF</td>
</tr>
<tr>
<td>3</td>
<td>15% OFF</td>
</tr>
<tr>
<td>4</td>
<td>20% OFF</td>
</tr>
</tbody>
</table>

**ASES BUSINESS MEMBERS RECEIVE 25% OFF ADVERTISING!**
Magazine Advertising Opportunities

Amping up Solar Adoption: Insights into Human Behavior

Six Solutions to Battery Mineral Challenges

How Does Community-Friendly Solar Development Work?
Solar Today magazine publishes four issues annually. We also publish the ASES National Solar Tour Guide and National Solar Conference Program in both print and digital formats. They are distributed to more than 60K renewable energy professionals, advocates, and end users. There is additional visibility of 13K page views/month at ases.org/solartoday, plus 46.5K X and 139K Facebook followers.

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Bonus Distribution</th>
<th>Ad Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING 2024</strong> Clean energy jobs in the United States</td>
<td><strong>Building Energy</strong>&lt;br&gt;March 20-24&lt;br&gt;Boston, MA</td>
<td>Feb 1</td>
<td>Feb 5</td>
</tr>
<tr>
<td><strong>SUMMER 2024</strong> United States Department of Energy Earthshot programs</td>
<td><strong>ASES SOLAR 2024</strong>&lt;br&gt;May 20-23&lt;br&gt;Washington, DC&lt;br&gt;RE+/SPI&lt;br&gt;September 9-12&lt;br&gt;Anaheim, CA</td>
<td>April 25</td>
<td>April 29</td>
</tr>
<tr>
<td><strong>FALL 2024</strong> How policy shapes the U.S. clean energy economy</td>
<td><strong>EEBA High Performance Homes Summit</strong>&lt;br&gt;October 1-3&lt;br&gt;Salt Lake City, UT</td>
<td>Aug 1</td>
<td>Aug 5</td>
</tr>
<tr>
<td><strong>WINTER 2024</strong> Solar for survival and resilience</td>
<td><strong>Intersolar North</strong>&lt;br&gt;America&lt;br&gt;February 25-27, 2025&lt;br&gt;San Diego, CA</td>
<td>Nov 1</td>
<td>Nov 5</td>
</tr>
<tr>
<td><strong>SOLAR 2024 CONFERENCE PROGRAM</strong>&lt;br&gt;- Conference Schedule&lt;br&gt;- Speaker and Special Event Info</td>
<td><strong>SOLAR 2024</strong>&lt;br&gt;speakers, attendees, and exhibitors</td>
<td>April 10</td>
<td>April 15</td>
</tr>
<tr>
<td><strong>NATIONAL SOLAR TOUR 2024 GUIDE</strong>&lt;br&gt;- Solar Basics</td>
<td><strong>Nationwide tour sites</strong>&lt;br&gt;Insert in Solar Today, Fall Issue</td>
<td>Aug 15</td>
<td>Aug 20</td>
</tr>
</tbody>
</table>

Contact Victor Filion at vfilion@ases.org for ad placement.
American Solar Energy Society  |  2024 Media Kit

**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**

Inside (Second and Third) Covers: Space +$500 each
Back (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 vfilion@ases.org about availability of guaranteed premium positions.

**Special Inserts**

Contact vfilion@ases.org for more information. Frequency rates are based on number of display insertions in Solar Today Magazine.

**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” (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>
</tr>
</tbody>
</table>
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.

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**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**

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**RATES AND SPECS**

<table>
<thead>
<tr>
<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

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Contact Victor Filion at vfilion@ases.org for ad placement.
Solar@Work E-Newsletter is our biweekly newsletter email that reaches 60K 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 E-Newsletter is our biweekly newsletter email that reaches 60K 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 (Pixel)</th>
<th>Per Quarter</th>
<th>Half Year</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD</td>
<td>1140 x 105</td>
<td>$5,000</td>
<td>$9,000</td>
<td>$17,000</td>
</tr>
<tr>
<td>Exclusive</td>
<td>Below Masthead</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>360 x 1200</td>
<td>$4,250</td>
<td>$8,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Three per issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SQUARE</td>
<td>360 x 360</td>
<td>$3,000</td>
<td>$5,500</td>
<td>$10,000</td>
</tr>
<tr>
<td>Two per issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidebar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 60K renewable energy contacts: **$4,000**

Contact Victor Filion at vfilion@ases.org for ad placement. Restrictions apply.
AES Solar 2024

Conference Sponsorship Opportunities
Sponsorships of the ASES 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.

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)

CONFEERENCE ATTENDEES ARE

<table>
<thead>
<tr>
<th>Educators</th>
<th>Homeowners</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>

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

- Annual Awards Banquet
- Solar Installer Training
- Annual Membership Meeting
- Poster Presentations
- Emerging Professionals
- Women in Solar Energy (WISE)
- Keynotes
- Electric Vehicle Demos
SPONSORSHIP PACKAGES

PLATINUM $15,000 (5 available)
- “Platinum Sponsor” title designation on all conference outreach
- 25 complimentary virtual registrations, including ASES Professional Memberships
- 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 X)
- Eight complimentary conference registrations including ASES Professional Memberships
- Sponsor advertisement in Solar Today full page in three editions
- Interactive exhibit booth in person or online
- Live or video presentation at Industry Roundtable 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
- 15 complimentary virtual registrations, including ASES Professional Memberships
- Four social media promotions (one each on LinkedIn, Facebook, Instagram, and X)
- Five complimentary conference registrations including ASES Professional Memberships
- Sponsor ad in Solar Today full page in three editions
- Interactive exhibit booth in person or online
- Live or video presentation at Industry Roundtable 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 X)
- Two complimentary conference registrations including ASES Professional Memberships
- Sponsor advertisement in Solar Today half-page ad in three editions
- Interactive exhibit booth in person or online
- Live or video presentation at Industry Roundtable 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 including ASES Professional Memberships
- Live or video presentation at Industry Roundtable 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 including ASES Professional Memberships
- Live or video presentation at Industry Roundtable during the conference

**Sponsor Commitment Deadline: April 10, 2024**
Contact Victor Filion at vfilion@ases.org for ad placement.
AMES 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 4-6, 2024, 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 4-6, 2024
• Virtual and In-Person
• Virtual Tours are on the website through the end of the year, providing three added months of exposure
• 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!
Sponsorships make this important event possible and have a tangible impact on an individual and community-wide basis.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PLATINUM (limit 3)</th>
<th>GOLD (limit 5)</th>
<th>SILVER (limit 5)</th>
<th>BRONZE (limit 10)</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>Scraper 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

**NEW!**

**Installer Collaboration Package**

With the same benefits as a Bronze sponsorship, ASES helps recruit and support tour sites. Rates negotiable - suggested rate $100/site. Minimum $1,500.

**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 14, 2024**

Contact Victor Filion at vfilion@ases.org for ad placement.
The ASES Online Community website is visible to 25K+ ASES community members and the general public.

**DIGITAL ADVERTISING RATES**

**LEADERBOARD 962 x 125**

Welcome to the ASES Online Community

- Explore: Online communities to enrich your experience and learning opportunities.
- Contact: Find others with whom you may seek advice and share common challenges.
- Engage: Join discussions to test your peers and other members to expand your knowledge.

**HOME PAGE LEADERBOARDS**

**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>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

Contact Victor Filion at vfilion@ases.org for ad placement.

community.ases.org
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.

Contact Victor Filion at vfilion@ases.org for ad placement.
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 of Tiny Watts devices
- Social media communities sharing stories
- 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.

**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](ases.org/tinywatts)

Contact Victor Filion at [vfilion@ases.org](mailto:vfilion@ases.org) for ad placement.
CORPORATE SPONSORSHIPS
ASES Stewardship Opportunities Available

These can be general or targeted to support the initiative of your choice:

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 X)
• 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  $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 X)
• 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
ASES Stewardship Opportunities Available

MEGAWATT

- 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 X)
- 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

$20,000

KILOWATT

- 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

$10,000

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

Contact Victor Filion at vfilion@ases.org for ad placement.
ALES MEMBERSHIP FORM

CHOOSE YOUR MEMBERSHIP:

☐ Basic $50 ☐ Digital Basic $29
Includes Solar Today magazine, a 15% conference discount, access to ASES online community, credit unions, webinars and Tiny Watts

☐ Professional $104 ☐ Professional Senior (65+) $50
Includes all the benefits of a Basic Membership, a 25% conference discount, plus access to ASES Divisions

☐ Professional Supporting $139
Includes all the benefits of Professional Membership plus annual recognition in Solar Today magazine

☐ Student $39 ☐ Student Digital $22
Includes the benefits of Professional Membership plus an additional conference discount

☐ Library $64
Includes Solar Today magazine (duplicate copies available upon request), access to ASES online community and webinars

Business ☐ 1-2 employees $199 ☐ 3-9 employees $295
☐ 10+ employees $379 ☐ Non-Profit $115
Includes all the benefits of Professional Supporting Membership plus special online recognition

☐ Life Membership $1,500 ☐ Senior Life Membership (65+) $1,200
Includes all the benefits of Professional Supporting Membership (for life)

☐ Add Local Chapter to any membership $30
Colorado, Northern California, Oregon, Florida, Kentucky, Maine, Mid-Atlantic, Minnesota, New Mexico, New York, Texas, Heartland, and Tennessee

Full Name

Company Name (optional)

Email Address

Phone Number (optional)

Mailing Address

→ Sign up for one of our membership options and select auto-renew for an extra $10 off! Yes ☐ No ☐

PAYMENT INFORMATION:

$ AMOUNT $ DONATION $ TOTAL

☐ Check Enclosed ☐ Please make check out to “American Solar Energy Society”

Complete for ACH

Name on Account

Account No.

Routing No.

Account Type: Personal ☐ Business ☐ Checking ☐ Savings ☐

Complete for Credit Card

Credit Card No.

Expiration Date

CVV Code

Billing Address

Name on Card

Signature

Please mail this form to: American Solar Energy Society, 2525 Arapahoe Ave, Suite E4-253, Boulder, CO 80302. Thank you for helping us grow our solar community. Memberships are tax-deductible (minus cost of Solar Today magazine in print: $20/yr).
## 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 $1,000/quarter

**Solar@Work e-Newsletter**
- Leaderboard $5,000/quarter
- Skyscraper $4,250/quarter
- Square $3,000/quarter

**ASES website**
- Leaderboard $5,000/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