

AMERICAN  
**SOLAR**  
ENERGY SOCIETY

The **power** of community

## 2025 Media Portfolio

Solar Today Magazine

Solar@Work E-Newsletter

SOLAR Conference

National Solar Tour

Online Community

Monthly Webinars

Tiny Watts

Sponsorship Packages



# TABLE OF CONTENTS

## Solar Today Magazine

Editorial Calendar ..... 4  
Print Advertising Rates ..... 5  
Online Digital Advertising Rates ..... 6

## Online Digital Advertising Rates

E-Newsletter Advertising Rates ..... 7

## SOLAR 2025 Conference

Overview ..... 9  
Sponsorship Packages ..... 10

## National Solar Tour 2025

Overview ..... 12  
Sponsor Benefits and Pricing ..... 13

## ASES Online Community

Digital Advertising Rates ..... 14

Webinars ..... 15

Tiny Watts ..... 16

Corporate Sponsorships ..... 17

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

<b>61K</b> CONTACTS	<b>20K</b> MEMBERS	<b>19.6K</b> PAGE VIEWS PER MONTH
<b>46.5K</b> X FOLLOWERS	<b>139K</b> FACEBOOK FOLLOWERS	<b>18.9K</b> 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.

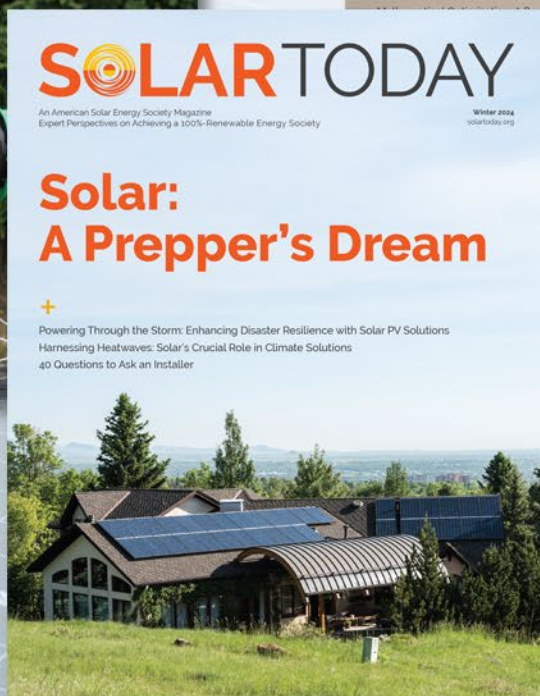
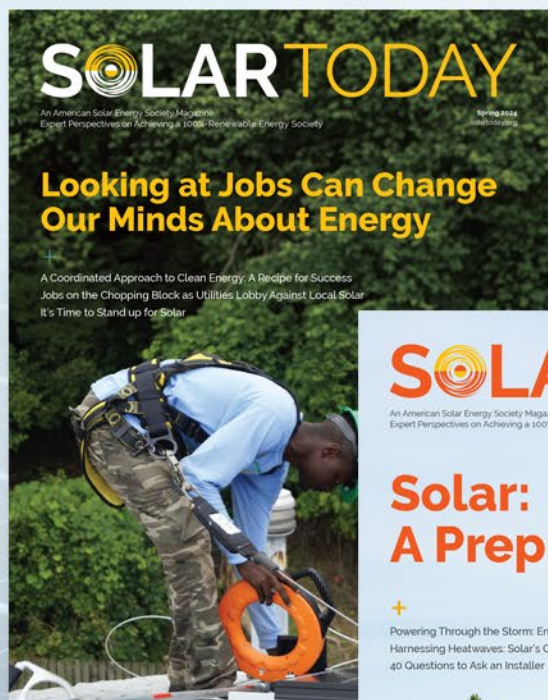
PURCHASE 2—**10% OFF**  
PURCHASE 3—**15% OFF**  
PURCHASE 4—**20% OFF**

**ASES BUSINESS MEMBERS RECEIVE 25% OFF ADVERTISING!**

# SOLAR TODAY

Information is power.

## Magazine Advertising Opportunities



# SOLAR TODAY

## EDITORIAL CALENDAR

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](https://ases.org/solartoday), plus 46.5K X and 139K Facebook followers.

Editorial Focus	Bonus Distribution	Ad Space Deadline	Materials Deadline
<b>SPRING 2025</b> Energy Independence	<b>Building Energy</b> March 20-21 Boston, MA	Feb 3	Feb 7
<b>SUMMER 2025</b> Agrivoltaics	<b>RE+/SPI</b> September 8-11, 2025 Las Vegas, NV	April 25	April 29
<b>FALL 2025</b> Troubleshooting solar installations	<b>RE+ Midwest</b> December 3-4 Schaumburg, IL	Aug 1	Aug 5
<b>WINTER 2025</b> Solar finance	<b>Intersolar North America</b> February 2026	Nov 3	Nov 7
<b>SOLAR 2025 CONFERENCE PROGRAM</b> · Conference Schedule · Speaker and Special Event Info	SOLAR 2025 speakers, attendees, and exhibitors	June 1	June 5
<b>NATIONAL SOLAR TOUR 2025 GUIDE</b> · Solar Basics	Nationwide tour sites Insert in Solar Today, Fall Issue	Aug 15	Aug 20

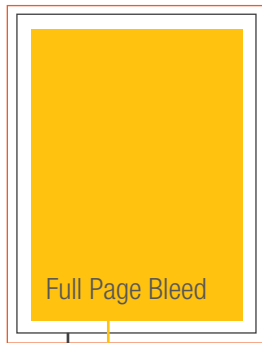
Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for ad placement

# SOLAR TODAY

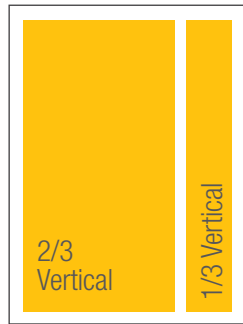
## PRINT ADVERTISING RATES

Rate Card #28 / 4-Color, Gross Rates				
	1x	2x	4x	6x
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

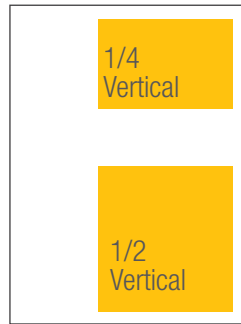
Free website ad for one year with 4x and 6x rates ←
**SPECIAL PROMOTION**



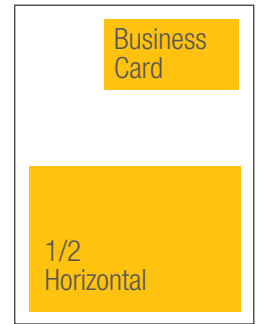
■ Live: 7.5" x 10"  
■ Trim: 8.5" x 10.875"  
■ Bleed: 8.75" x 11.125"



**2/3 Vertical:** 4.9167" x 9.5"  
**1/3 Vertical:** 2.333" x 9.5"



**1/4 Vertical:** 4.9167" x 3.125"  
**1/2 Vertical:** 4.9167" x 4.75"



**Business Card:** 4.9167" x 2.375"  
**1/2 Horizontal:** 7.5" x 4.9167"

### 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 [sales@ases.org](mailto:sales@ases.org) about availability of guaranteed premium positions.

### Special Inserts

Contact [sales@ases.org](mailto:sales@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

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)

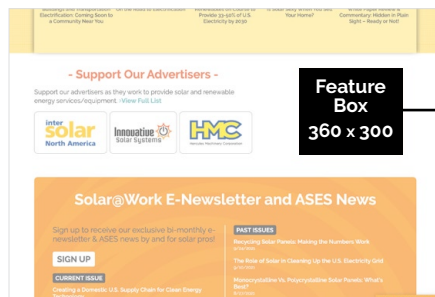
# SOLAR TODAY

## ONLINE DIGITAL ADVERTISING RATES

Solar Today has 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

Solar Today Monthly Contact Emails: Leaderboard and Sidebar Ads



Magazine Article Page Sidebar Box



Ad Options	Size (Pixels)	Per Quarter	Annual
<p><b>LEADERBOARD</b> High Exposure—Appears on home page and all article/sub pages (500+) directly below main nav. This is a rotator ad, four ads maximum, 25% minimum screen time.</p>	2,000 x 185	\$5,000	\$17,000
<p><b>FEATURE BOX</b> Medium Exposure—Appears on home page half way down, next to featured advertiser logos. This is a rotator ad, four ads maximum, 25% minimum screen time.</p>	360 x 300	\$3,000	\$10,000
<p><b>SIDEBAR BOX</b> High Volume Exposure—Appears on every article/sub page (500+ pages). This is a rotator ad, four ads maximum, 25% minimum screen time.</p>	360 x 360	\$4,000	\$14,000
<p><b>REGIONAL ROUNDUP</b> 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 Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for ad placement

# Solar@Work

## 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.

**OPEN RATE**  
33%

The screenshot shows the top of the Solar@Work newsletter. It features a masthead with the logo and a 'LEADERBOARD 1140 x 105' ad slot. Below the masthead are several article teasers with images and 'Learn more' links. On the right side, there is a vertical list of links for various solar industry events and organizations. At the bottom right, there are two 'SKYSCRAPER 360 x 1200' and 'SQUARE 360 x 360' ad slots, each with a large 'X' over it to indicate the ad placement area.

### RATES AND SPECS

Frequency: Every other week

Ad Options	Size (Pixels)	Per Quarter	Half Year	Annual
<b>LEADERBOARD</b> Exclusive Position: Below Masthead	1140 x 105	\$5,000	\$9,000	\$17,000
<b>SKYSCRAPER</b> Three per issue Position: Sidebar	360 x 1200	\$4,250	\$8,000	\$15,000
<b>SQUARE</b> Two per issue Position: Sidebar	360 x 360	\$3,000	\$5,500	\$10,000

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

Contact ASES at [sales@ases.org](mailto:sales@ases.org) for ad placement.  
Restrictions apply.

Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for ad placement

# **ASES SOLAR 2025**

## Conference Sponsorship Opportunities





# **ASES SOLAR 2025**

August 4-6, 2025 | University of Colorado Boulder  
**CONFERENCE OVERVIEW**

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.**

## **CONFERENCE ATTENDEES ARE**

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

## **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



**ASES  
SOLAR  
2025**  
Innovation for  
Universal Renewable  
Energy Access

## **TRACKS**

- Decarbonizing the Building Sector
- Smart Grids from Nano to Macro
- Applications of PV and Solar Thermal
- Life Cycles and Impacts
- Educating & Engaging Stakeholders
- Equitable Energy Ownership and Access – Policy, Regulation, and Investment
- Storage

## **CLASSES AND EVENTS**

- |                                    |                                |
|------------------------------------|--------------------------------|
| • Opening Reception                | • Annual Awards Banquet        |
| • Technical Sessions               | • NABCEP                       |
| • Spirit and Sustainability Forum  | • Solar Installer Training     |
| • Renewable Energy Facility Tours  | • Poster Presentations         |
| • Solar and Renewable Workshops    | • Emerging Professionals       |
| • Industry Roundtable              | • Women in Solar Energy (WISE) |
| • International Solar Applications | • Keynotes                     |
| • Chapter and Division Forums      | • Electric Vehicle Demos       |

# ASES SOLAR 2025

August 4-6, 2025 | University of Colorado Boulder  
**SPONSORSHIP PACKAGES**

## **PLATINUM:** Exhibit Booth | Opening Reception Sponsor

**\$15,000** (5 available)

- Interactive exhibit booth in person and/or online
- “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
- Eight (8) social media promotions (two each on LinkedIn, Facebook, Instagram, and X)
- Eight (8) complimentary conference registrations including ASES Professional Memberships
- Dedicated press release through PR Newswire
- Sponsor advertisement in Solar Today full page in three (3) editions
- Live or video presentation at Industry Roundtable during the conference
- Recognition at keynotes sessions and ASES events during the conference
- Attendee contact list

## **GOLD:** Exhibit Booth | Awards Banquet Sponsor

**\$10,000** (5 available)

- Interactive exhibit booth in person and/or online
- Tier 2 logo on ASES National Solar Conference website and high-impact placement at conference
- 15 complimentary virtual registrations, including ASES Professional Memberships
- Four (4) social media promotions (one each on LinkedIn, Facebook, Instagram, and X)
- Five (5) complimentary conference registrations including ASES Professional Memberships
- Sponsor ad in Solar Today full page in three (3) editions
- Live or video presentation at Industry Roundtable during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list

## **SILVER:** Exhibit Booth | Industry Roundtable Sponsor

**\$5,000** (10 available)

- Interactive exhibit booth in person and/or online
- Tier 2 logo on ASES National Solar Conference website
- Four (4) social media promotions (one each on LinkedIn, Facebook, Instagram and X)
- Two (2) complimentary conference registrations including ASES Professional Memberships
- Sponsor advertisement in Solar Today half-page ad in three (3) editions
- Live or video presentation at Industry Roundtable during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list

## **JEDI HERO:** Virtual Booth | Young Professionals Forum Sponsor

**\$3,500** (5 available)

- Interactive exhibit booth in person and/or online
- Tier 2 logo on ASES National Solar Conference website
- Four (4) social media promotions (one each on LinkedIn, Facebook, Instagram and X)
- Two (2) complimentary conference registrations including ASES Professional Memberships
- Sponsor advertisement in Solar Today half-page ad in three editions
- Live or video presentation at Industry Roundtable during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list

## **BRONZE:** Virtual Booth | Boulder Solar Tour Sponsor

**\$1,500** (10 available)

- Supports Justice, Equity, Diversity, and Inclusion conference scholarships for five (5) low-income applicants
- Tier 3 Logo on ASES National Solar Conference website
- One (1) complimentary conference registration including ASES Professional Memberships
- Live or video presentation at Industry Roundtable during the conference

## **LANYARD SPONSOR**

**\$2,500**

## **CAREER FAIR TABLE**

**\$500\***

*\*Free with sponsorship*

**Sponsor Commitment Deadline: June 1, 2025**

Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for sponsorships packages

# ASES NATIONAL SOLAR TOUR

Sponsorship Opportunities



# ASES NATIONAL SOLAR TOUR

October 3-5, 2025  
OVERVIEW

VIRTUAL  
AND  
IN-PERSON

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 3-5, 2025**, 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 to 60,000+ solar advocates and professionals via email, 20,000+ ASES Online Community members, and 200,000+ followers across all ASES social media platforms
- Legacy of commitment to stronger, more energy-stable communities, people, and business



Thank you SO much for all of your assistance with putting our tour together. Our entire team is so happy with how things came together, and we already have so many ideas to make it even better next year. This has been an amazing experience! – EXACT SOLAR

## AT-A-GLANCE

- Date: October 3-5, 2025
- 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

 [nationalsolartour.org](https://nationalsolartour.org)

**NEW** Solar Street Fairs,  
Booths at Farmers Markets and  
more general public outreach!

# ASES NATIONAL SOLAR TOUR

## SPONSOR BENEFITS AND PRICING

Sponsorships make this important event possible and have a tangible impact on an individual and community-wide basis.

BENEFITS	PLATINUM (limit 3)	GOLD (limit 5)	SILVER (limit 5)	BRONZE (limit 10)	LOCAL
Premium logo placement in all Tour marketing assets (tour logo, web, print, social)	✓				
Sponsorship of an ASES webinar featuring your speaker(s)	✓				
Logo featured on Tour signs and posters nationwide	✓	✓			
Installers/dealers receive 50% off Local sponsorships	✓	✓	✓		
Company logo and link on Tour App	✓	✓	✓	✓	
Mention in Tour press releases	✓	✓	✓	✓	✓
Social media recognitions	✓	✓	✓	✓	✓
Ad, four issues of Solar@Work newsletter, and 4 issues (one year) of Solar Today magazine	Leaderboard Ad Full Page Ad	Skyscraper Ad 1/2 Page Ad	Square Ad 1/4 Page Ad		
Company logo and link on Tour website through end of year	✓	✓	✓	✓	✓
<b>SPONSORSHIP RATE</b>	<b>\$15,000</b>	<b>\$8,000</b>	<b>\$4,000</b>	<b>\$2,500</b>	<b>\$1,000</b>

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**.



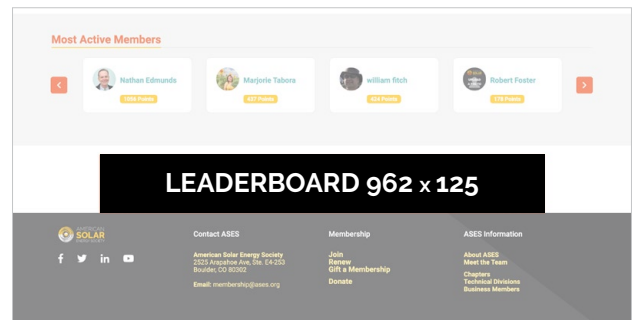
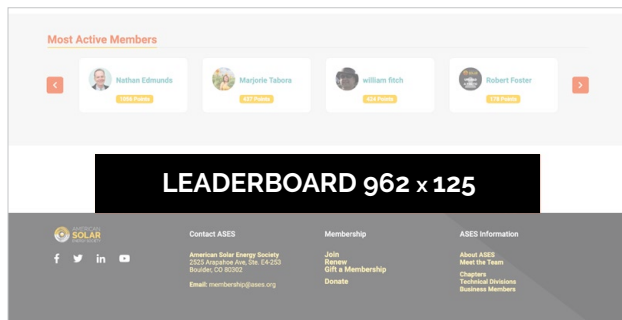
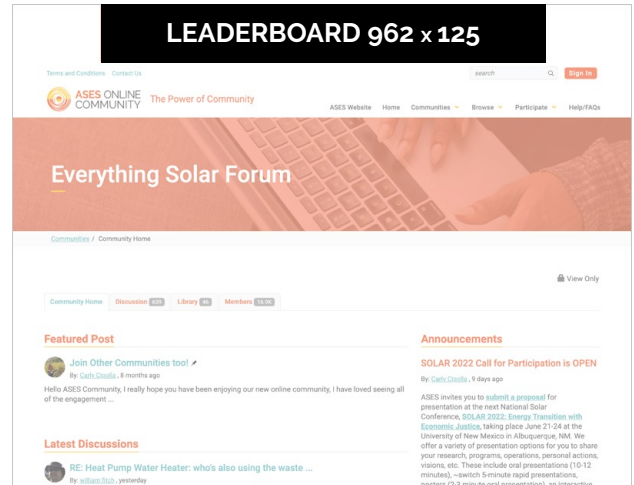
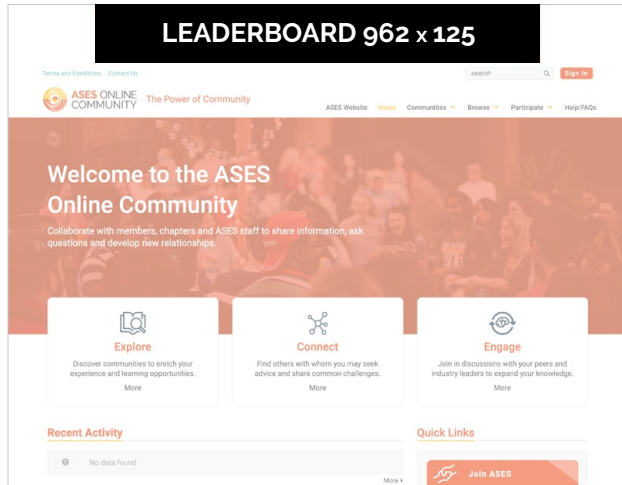
**Sponsor Commitment Deadline: September 1, 2025**

Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for sponsor packages



## DIGITAL ADVERTISING RATES

The ASES Online Community website is visible to **25K+** ASES community members and the general public.



**HOME PAGE LEADERBOARDS**

**INTERIOR PAGES LEADERBOARDS**

### RATES AND SPECS

Ad Options	Size (Pixels)	Location	Per Quarter	Annual
<b>HOME PAGE LEADERBOARDS</b>	962 x 125	Homepage only	\$3,000	\$10,000
<b>INTERIOR PAGE LEADERBOARDS</b>	962 x 125	Interior Pages only	\$1,500	\$5,000

File types accepted: JPG, PNG

**community.ases.org**

Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 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.

 [ases.org/webinars](https://ases.org/webinars)



Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for sponsor packages



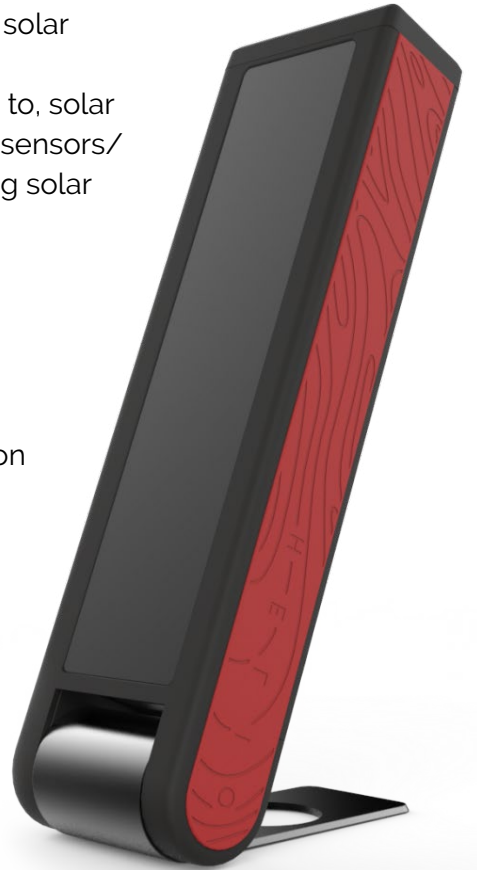
## SPONSORSHIP PACKAGES

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

**\$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](https://ases.org/tinywatts)

Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for sponsorship packages



# CORPORATE SPONSORSHIPS

ASES Stewardship Opportunities Available

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

Justice, Equity, Diversity,  
and Inclusion (JEDI)  
in Solar

Young Professionals  
in Solar: Mentorships,  
Internships, Scholarships

Zero Emissions  
Network (ZEN)

## 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 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

\$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 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

\$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 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

## 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.

Contact Tom at [tfreeman@ases.org](mailto:tfreeman@ases.org) or call (610) 283-4385 for corporate sponsorships

# ASES MEMBERSHIP FORM



## CHOOSE YOUR MEMBERSHIP:

**Basic \$50**  **Digital Basic \$34**  
Includes Solar Today magazine, a 15% conference discount, access to ASES online community, credit unions, webinars and Tiny Watts

**Professional \$104**  **Professional Senior (65+) \$55**  
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 \$27**  
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 (bi-weekly)

Leaderboard \$5,000/quarter  
Skyscraper \$4,250/quarter  
Square \$3,000/quarter

### Online Community

Home Leaderboard \$3,000/quarter  
Interior Page Leaderboard \$1,500/quarter

### Email Blast

\$4,000

### ASES website

Leaderboard \$5,000/quarter  
Feature Box \$3,000/quarter  
Sidebar Box \$4,000/quarter  
Regional Roundup \$2,000/quarter

### Solar Today emails (monthly)

Leaderboard \$5,000/quarter  
Feature Box \$3,000/quarter  
Sidebar Box \$4,000/quarter  
Regional Roundup \$2,000/quarter

## SPONSORSHIPS

### National Solar Tour sponsorships

Platinum \$15,000  
Gold \$8,000  
Silver \$4,000  
Bronze \$2,500  
Installer Collaboration \$1,500+  
Local \$1,000

### National Solar Conference sponsorships

Platinum \$15,000  
Gold \$10,000  
Silver \$5,000  
JEDI \$3,500  
Bronze \$1,500  
Lanyard Sponsor \$2,500  
Career Fair Table \$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

## 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**

**ASES BUSINESS MEMBERS RECEIVE 25% OFF ADVERTISING!**



**AMERICAN  
SOLAR**  
ENERGY SOCIETY

American Solar Energy Society  
2525 Arapahoe Ave, Ste E4-253  
Boulder, Colorado 80302  
P: (303) 443-3130 | E: info@ases.org  
[www.ases.org](http://www.ases.org)

Advertising and Sponsorships Contact  
Tom Freeman, *ASES Sales Specialist*  
P: (610) 283-4385  
E: tfreeman@ases.org