



AMERICAN
SOLAR
ENERGY SOCIETY

The **power** of community

2026 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

61K CONTACTS	20K MEMBERS	19.6K PAGE VIEWS PER MONTH
46.5K X FOLLOWERS	139K FACEBOOK FOLLOWERS	18.9K 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!

ABOUT ASES

Celebrating 70 years of innovation and advocacy, the American Solar Energy Society (ASES), established in 1954, has been a **leading voice** for 100% renewable energy and sustainable living. Through decades of **sharing knowledge**, hosting impactful **events**, and offering educational **resources**, ASES has built a **dedicated community** that **drives progress** toward a more sustainable future. As a 501(c)(3) non-profit and membership-based organization, ASES remains committed to empowering individuals and communities to embrace **renewable energy solutions** and sustainable living practices.

ASES VISION

A world equitably and sustainably transformed to 100% renewable energy.

ASES MISSION

ASES accelerates equitable solar adoption and universal sustainable living by educating and building community.

OUR PURPOSE

We believe knowledge and community are a powerful combination for change. Through trusted, well-researched content and comprehensive, thoughtful perspectives, we continue to nurture a transition to a more sustainable world.

We connect the community of renewable energy and sustainable living companies to ASES readers, members, and attendees through:

ASES PROGRAMS

- National Solar Conference
- National Solar Tour
- Zero Emissions Network (ZEN)
- Webinar Series
- ASES Online Community
- Mentor Match Program
- Tiny Watts
- Credit Union partnership and access
- Advertising, sponsorships, partnerships, and networking

ASES PUBLICATIONS

- Quarterly Solar Today magazine
- Solar@Work biweekly e-newsletter
- Eight-Minute Update monthly newsletter
- White papers, professional recognition citations, and educational resources



Sign up for the Solar@Work bi-weekly newsletter

Through our programs and publications, we engage individuals, businesses, and partners to advance the possibilities of sustainability and renewable energy in the United States. ASES fosters an informed, inclusive society by presenting **technical data** and **academic research** in highly relatable, engaging formats to solar advocates, industry professionals, and the greater community.

ASES HISTORY AND IMPACT

Legacy of Leadership: ASES was founded in 1954, the same year that Bell Labs patented the first silicon solar cell, a breakthrough that launched the modern solar industry and set the stage for vast opportunity and innovation. Driven by a deep commitment to a sustainable future, ASES was established by visionaries who imagined a brighter path forward after the challenges of the postwar decades.

These pioneering minds recognized solar energy's rich heritage, rooted in centuries of passive solar design and early solar thermal technologies, and saw silicon photovoltaics as the gateway to a transformative new energy era. They laid the foundation for a movement that would grow and adapt over decades, integrating emerging technologies and encouraging holistic solutions to accelerate a transition to clean energy.

Today, ASES continues this legacy as a leader in education, advocacy, and community-building, empowering individuals, scientists, and policymakers alike. Our mission, inspired by the early pioneers, remains clear: to advance a world powered entirely by renewable energy, ensuring a sustainable, peaceful future for all. Learn more: ases.org/about/our-history

7+

Decades of
advocacy, research,
and scientific papers

53+

Annual National
Solar Conferences

37

Years of
Solar Today
magazine issues

17

Volumes of Advances
in Solar Energy

29+

Years of the
National Solar Tour



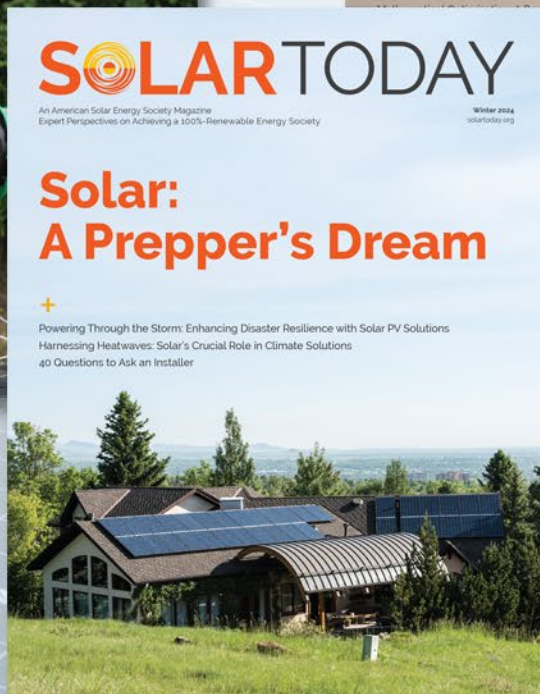
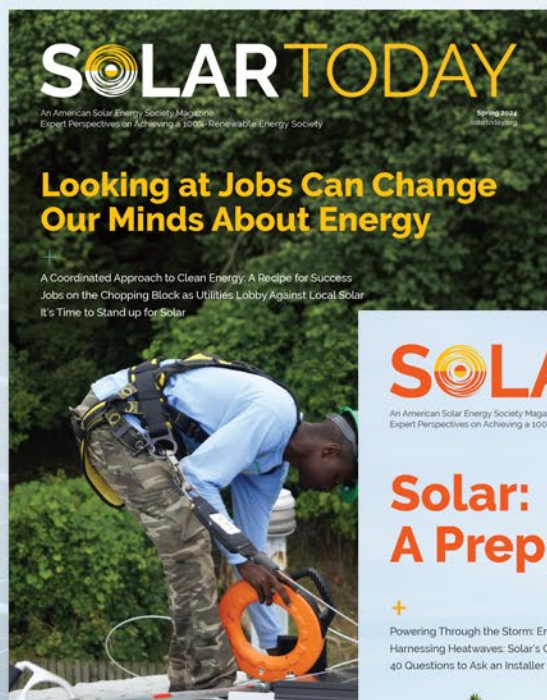
ASES is the first and
longest-operating solar
energy nonprofit in the U.S.



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, plus 46.5K X and 139K Facebook followers.**

Editorial Focus	Bonus Distribution	Ad Space Deadline	Materials Deadline
SPRING 2026 Theme: The New Net Zero Vehicle to grid, vehicle to home Vertical, east, west, bi-facial Race of implementation Solar finance State of the industry Workforce Development	Building Energy March 23-24 Boston, MA	Feb 1	Feb 9
SUMMER 2026 AI, datacenters, systems integration, dispatchable storage	RE+ Mid Atlantic August 12-13, 2026 Philadelphia, PA	May 1	May 8
FALL 2026 Top 100 solar leaders to follow	RE+ November 16-19, 2026 Las Vegas, NV	Aug 3	Aug 7
WINTER 2026 Island nations' issue, solar for islands	Intersolar North America February 2027	Nov 2	Nov 6
SOLAR 2026 CONFERENCE PROGRAM · Conference Schedule · Speaker and Special Event Info	SOLAR 2026 Oct 19-21, 2026 Austin TX	Sept 1	Sept 5
NATIONAL SOLAR TOUR 2026 GUIDE · Solar Basics	Nationwide tour sites Insert in Solar Today, Fall Issue	Aug 15	Aug 20

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

SOLAR TODAY

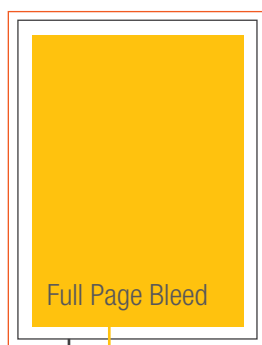
PRINT ADVERTISING RATES

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

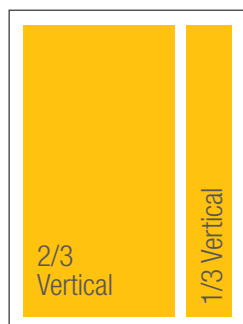
SPECIAL PROMOTION



Live: 7.5" x 10"

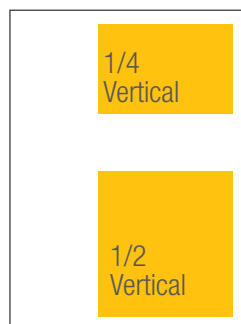
Trim: 8.5" x 10.875"

Bleed: 8.75" x 11.125"



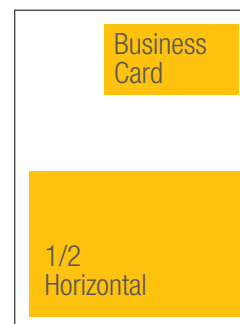
2/3 Vertical: 4.9167" x 9.5"

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 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.

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

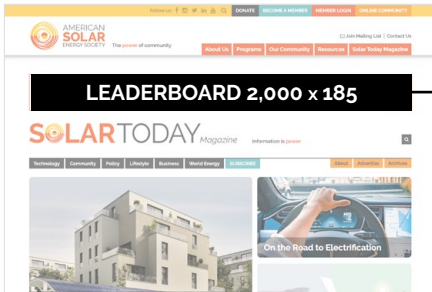
Size	Width	Height
Full Page (bleed)	8.75" (222.25mm)	11.125" (282.575mm)
Full Page (non-bleed)	7.5" (190.5mm)	10" (254mm)
2/3 Vertical	4.9167" (124.88mm)	9.5" (241.3mm)
1/2 Vertical	4.9167" (124.88mm)	4.75" (120.65mm)
1/2 Horizontal	7.5" (190.5mm)	4.9167" (124.88mm)
1/3 Vertical	2.333" (59.25mm)	9.5" (241.3mm)
1/4 Vertical	4.9167" (124.88mm)	3.125" (79.375mm)
Business Card	4.9167" (124.88mm)	2.375" (60.325mm)

SOLARTODAY

ONLINE DIGITAL ADVERTISING RATES

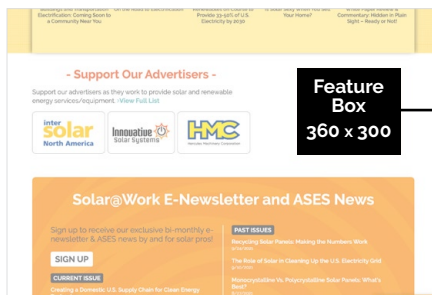
Solar Today has 60K online subscribers on its email list. Some of our articles are syndicated through GreenBiz. Our authors promote the magazine through their professional channels.

 ases.org/solartoday



Home Page
Leaderboard

Solar Today Monthly Contact
Emails:
Leaderboard and Sidebar Ads



Home Page
Feature Box



Magazine Article
Page Sidebar Box



NEW!

Ad Options	Size (Pixels)	Per Quarter	Annual
LEADERBOARD High Exposure—Appears on home page & all article/sub pages (500+) directly below main nav. This is a rotator ad, four (4) ads maximum, 25% minimum screen time.	2,000 x 185	\$5,000	\$17,000
FEATURE BOX Medium Exposure—Appears on home page half way down, next to featured advertiser logos. This is a rotator ad, four (4) ads maximum, 25% minimum screen time.	360 x 300	\$3,000	\$10,000
SIDEBAR BOX High Volume Exposure—Appears on every article/sub page (500+ pages). This is a rotator ad, four ads maximum, 25% minimum screen time.	360 x 360	\$4,000	\$14,000
REGIONAL ROUNDUP Same placement as Advertiser Feature Box; appears with regional focus article. One (1) per issue of Solar Today.	360 x 360	\$2,000	\$8,000

File types accepted: JPG, GIF, PNG

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

OPEN RATE
33%



RATES AND SPECS

Frequency: Every other week

Ad Options	Size (Pixels)	Per Quarter	Half Year	Annual
LEADERBOARD Exclusive Position: Below Masthead	1140 x 105	\$5,000	\$9,000	\$17,000
SKYSCRAPER Three (3) per issue Position: Sidebar	360 x 1200	\$4,250	\$8,000	\$15,000
SQUARE Two (2) 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 MONTH

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 for ad placement.
Restrictions apply.

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

ASES SOLAR 2026

Conference Sponsorship Opportunities



ASES SOLAR 2026

October 19-21, 2026 | Austin, TX

SPONSOR OVERVIEW

ASES is hosting SOLAR 2026 at the Palmer Events Center (a former SXSW venue) in Austin, Texas, in partnership with our local chapter, Texas Solar Energy Society (TXSES), in celebration of their 50th Anniversary.

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
- Exhibit Booth—Opportunities to display and share information with attendees

TOPICS

- 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
- All Things Passive Solar

CLASSES AND EVENTS

- Opening Reception
- Technical Sessions
- Spirit and Sustainability Forum
- Local Tours and Events
- Solar and Renewable Workshops
- Industry Spotlight
- International Solar Applications
- Chapter and Division Forums
- Career Fair
- Annual Awards Banquet
- Luncheons
- NABCEP
- Solar Installer Training
- Poster Presentations
- Emerging Professionals
- Women in Solar Energy (WISE)
- Keynotes
- Electric Vehicle Demos



ASES SOLAR 2026

SPONSOR BENEFITS AND PRICING

BENEFITS	PLATINUM (limit 5)	GOLD (limit 5)	SILVER (limit 10)	LOCAL (limit 10)	BRONZE (limit 10)
Recognition at Events	Opening Reception, Awards Banquet, WISE, Emerging Professionals, Industry Spotlight, Breaks, Plenaries	Awards Banquet, WISE, Emerging Professionals, Industry Spotlight, Breaks, Plenaries	WISE, Emerging Professionals, Industry Spotlight, Breaks, Plenaries	Exhibit Booth, Plenaries	Plenaries
Press Release	✓				
Social Media Promotions	8	4	4	0	0
Conference Registrations	8	5	2	1	1
Ad in Solar Today Magazine	Full Page	Full Page	Half Page	Standard	N/A
Virtual Conference Branding	Featured Exhibitor on Main Landing page, lobby	Logo on the event landing page	Logo on the event landing page	Logo on the event landing page	Logo on the event landing page
Logo on ases.org/conference	Tier 1	Tier 2	Tier 2	Tier 3	Tier 3
Exhibit Booth	✓	✓	✓	✓	
Booth/Virtual Booth Placement	Premium	Upgraded	Standard	Standard	N/A
Full Access to Attendee Contact List	✓	✓	✓		
Live or Video Presentation at Industry Showcase	✓	✓	✓	✓	✓
SPONSORSHIP RATE	\$15,000	\$10,000	\$5,000	\$3,500	\$1,500

Ask about nonprofit rates.

See next page for additional information about each sponsorship level.

“The determined, imaginative, smartly-focused work that you all do at ASES is critically important to help keep solar and other clean power sources ‘energized’ with members and with the general population. ASES is brimming with good soul, lots of smart, honest, benevolent, buoyant soul.”

– Bob McCallister: Professor, ASES Member, SOLAR 2025 Conference Attendee & National Solar Tour Host

Sponsor Commitment Deadline: September 1, 2026

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



SPONSOR BENEFITS AND PRICING

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 Spotlight 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 Spotlight during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list

SILVER: Exhibit Booth | Industry Spotlight 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 Spotlight during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list

LOCAL HERO: TXSES: Exhibit Booth | Texas Solar Energy Society Event

\$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 Spotlight during the conference
- Recognition at plenaries and ASES events during the conference
- Attendee contact list
- Recognized ASES Local Chapter: Texas Solar Energy Society Supporter

BRONZE: Virtual Booth | Young Professionals Forum Sponsor

\$1,500 (10 available)

- Supports Justice, Equity, Diversity, and Inclusion conference scholarships
- Tier 3 Logo on ASES National Solar Conference website
- One (1) complimentary conference registration including ASES Professional Membership
- Live or video presentation at Industry Spotlight during the conference

LANYARD SPONSOR

\$2,500

CAREER FAIR TABLE

\$500*

**Free with sponsorship*

Sponsor Commitment Deadline: September 1, 2026

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

ASES NATIONAL SOLAR TOUR

Sponsorship Opportunities



ASES NATIONAL SOLAR TOUR

October 2–4, 2026
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 2–4, 2026**, 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 2–4, 2026
- 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

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 & posters nationwide	✓	✓			
Installers/dealers receive 50% off Local sponsorships	✓	✓	✓		
Company logo & link on Tour App	✓	✓	✓	✓	
Mention in Tour press releases	✓	✓	✓	✓	✓
Social media recognitions	✓	✓	✓	✓	✓
Ad, four (4) issues of Solar@Work newsletter, & four (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 & link on Tour website through end of year	✓	✓	✓	✓	✓
SPONSORSHIP RATE	\$15,000	\$8,000	\$4,000	\$2,500	\$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**.



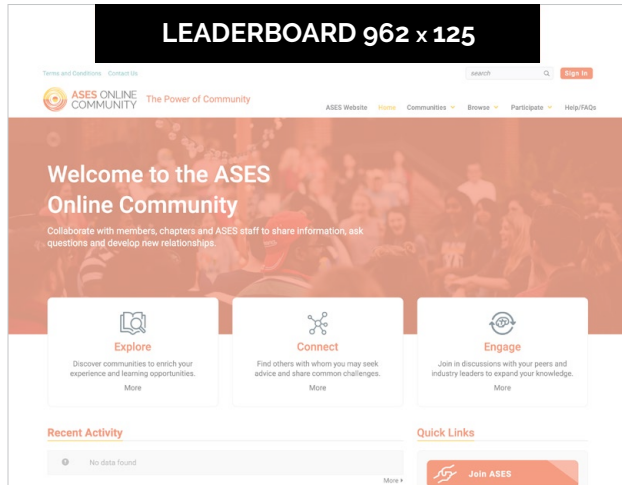
Sponsor Commitment Deadline: August 14, 2026

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

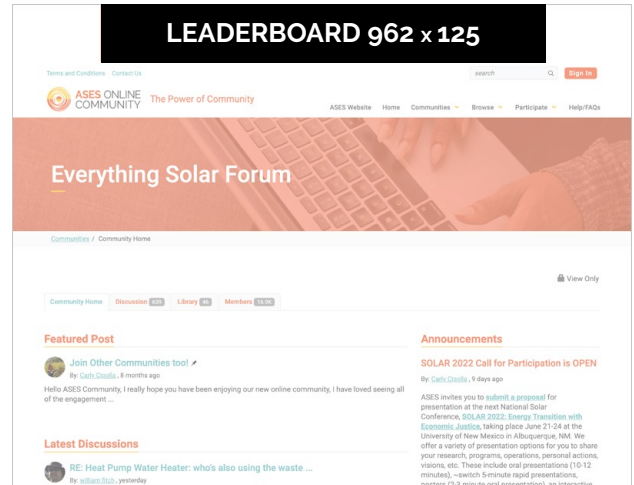


DIGITAL ADVERTISING RATES

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
HOME PAGE LEADERBOARDS	962 x 125	Homepage only	\$3,000	\$10,000
INTERIOR PAGE LEADERBOARDS	962 x 125	Interior Pages only	\$1,500	\$5,000

File types accepted: JPG, PNG

 community.ases.org

Contact Tom at 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, and 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 plus 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, and 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 plus public viewing.

 ases.org/webinars



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



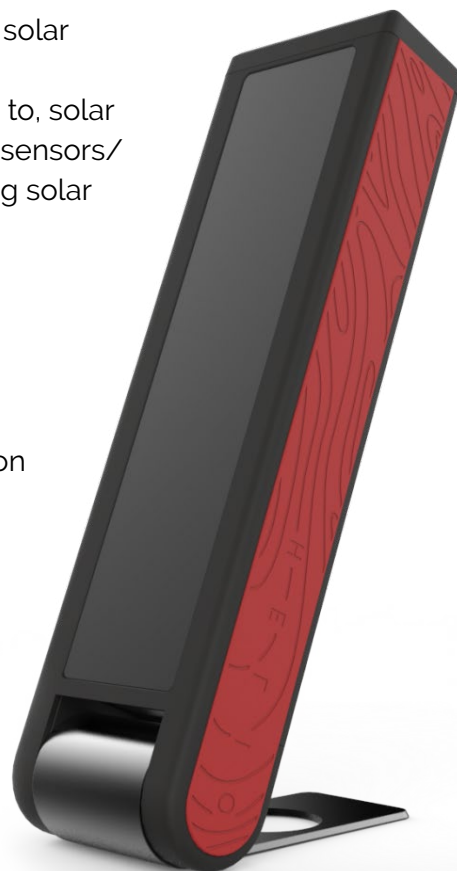
SPONSORSHIP PACKAGES

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**

Contact Tom at 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

Tribal Solar Projects of
ASES Zero Emissions
Network (ZEN) Program

BENEFITS	TERAWATT (EST. REACH: \$200,000)	GIGAWATT (EST. REACH: \$100,000)	MEGAWATT (EST. REACH: \$75,000)
Logo on website	Tier 1	Tier 2	Tier 3
Social Media Post	8	6	4
Conference Registrations	8	6	4
Full Page Ad in Solar Today Magazine	4 Issues	2 Issues	1 Issue
Booth at Conference	✓	✓	✓
Industry Showcase or Webinar Presentation	✓	✓	✓
Conference Sponsor Logo on Website	✓	✓	✓
Tour Sponsor Logo on Website	✓	✓	✓
Skyscraper Ad in Solar@Work Newsletter	1 Year	6 Months	1 Quarter
Dedicated Press Release	✓		
SPONSORSHIP RATE	\$50,000	\$35,000	\$20,000

See next page for additional information about each sponsorship level.

CORPORATE SPONSORSHIPS

ASES Stewardship Opportunities Available

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 Spotlight 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 Spotlight 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

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

Contact Tom at 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 and 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)

☐ **Circle of the Sun \$2500 one time, \$500/year, or \$50/month**

Includes ASES Membership

☐ **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

Local Hero \$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

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

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2525 Arapahoe Ave, Ste E4-253
Boulder, Colorado 80302
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www.ases.org

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