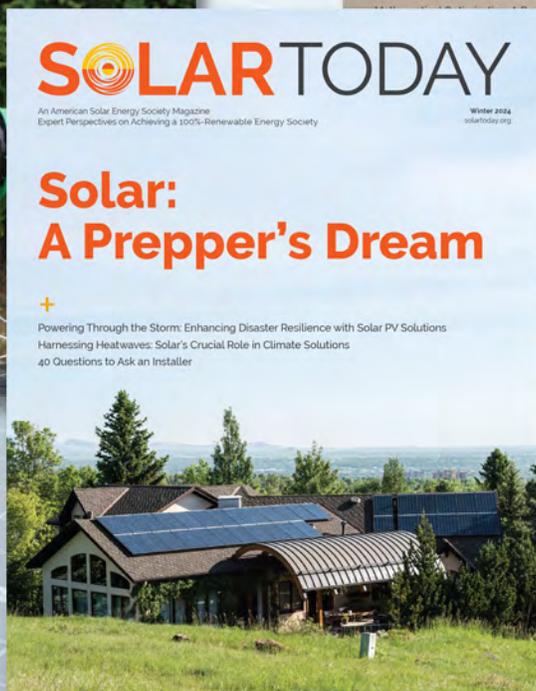
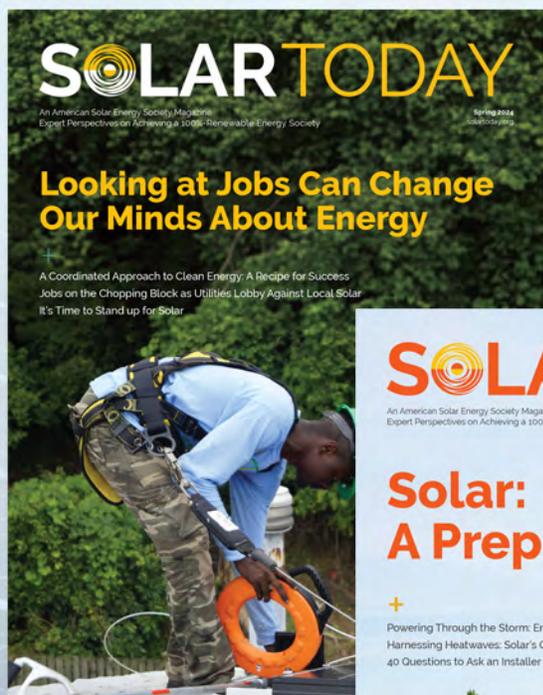


# SOLAR TODAY

Information is power.

## Magazine Advertising Opportunities



# SOLAR TODAY

## EDITORIAL CALENDAR

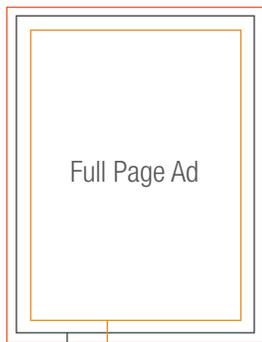
Solar Today magazine publishes four issues annually. We also publish the ASES National Solar Tour Guide and National Solar Conference Program in both print and digital formats. They are distributed to more than **60K renewable energy professionals, advocates, and end users. There is additional visibility 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
<b>SPRING 2026</b> 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	<b>Building Energy</b> March 23-24 Boston, MA	Feb 1	Feb 9
<b>SUMMER 2026</b> AI, datacenters, systems integration, dispatchable storage	<b>RE+ Mid Atlantic</b> August 12-13, 2026 Philadelphia, PA	May 1	May 8
<b>FALL 2026</b> Top 100 solar leaders to follow	<b>RE+</b> November 16-19, 2026 Las Vegas, NV	Aug 3	Aug 7
<b>WINTER 2026</b> Island nations' issue, solar for islands	<b>Intersolar North America</b> February 2027	Nov 2	Nov 6
<b>SOLAR 2026 CONFERENCE PROGRAM</b> · Conference Schedule · Speaker and Special Event Info	<b>SOLAR 2026</b> Oct 19-21, 2026 Austin TX	Sept 1	Sept 5
<b>NATIONAL SOLAR TOUR 2026 GUIDE</b> · Solar Basics	Nationwide tour sites Insert in Solar Today, Fall Issue	Aug 15	Aug 20

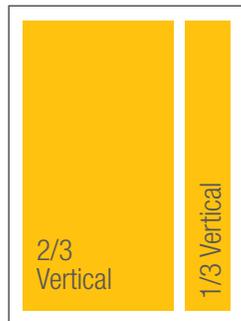
Contact Kathryn White at [kwhite@ases.org](mailto:kwhite@ases.org) or call (303) 443-3130 for ad placement

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

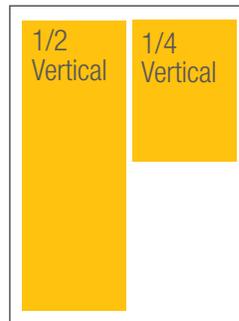
Free website ad for one year with 4x and 6x rates ←
**SPECIAL PROMOTION**



■ Live: 7.5" x 9.875"  
■ Trim: 8.5" x 10.875"  
■ Bleed: 8.75" x 11.125"



**2/3 Vertical:** 4.9167" x 9.875"  
**1/3 Vertical:** 2.333" x 9.875"



**1/2 Vertical:** 3.693" x 9.875"  
**1/4 Vertical:** 3.693" x 4.943"



**Business Card:** 3.693" x 2.472"  
**1/2 Horizontal:** 7.5" x 4.818"

### AD SIZE SPECS

Size	Width	Height
Full Page (bleed)	8.5" (215.9mm)	10.875" (276.225mm)
Full Page (non-bleed)	7.5" (190.5mm)	9.875" (250.825mm)
2/3 Vertical	4.9167" (124.88mm)	9.875" (250.825mm)
1/3 Vertical	2.333" (59.258mm)	9.875" (250.825mm)
1/2 Vertical	3.693" (93.802mm)	9.875" (250.825mm)
1/2 Horizontal	7.5" (190.5mm)	4.818" (122.377mm)
1/4 Vertical	3.693" (93.802mm)	4.943" (125.552mm)
Business Card	3.693" (93.802mm)	2.472" (62.788mm)

### Premium Cover Placements

**Inside (Second and Third) Covers:** Space +\$500 each

**Back (Fourth) Cover:** Space +\$1,000 each

### Inserts

Rates for bound-in inserts and pre-printed loose inserts are quoted individually based on production costs incurred and circulation.

### ➔ NEW! Installers Spotlight Package: \$4,000

1/4 page x 4 issues (one year) + Feature Page write-up in Solar Today

### Print Ad Submissions Requirements

All images must be 150 DPI minimum at 100% size (300 DPI preferred). File formats accepted are PDF, TIFF, and JPEG only.

# 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



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

## ADVERTISING & SPONSORSHIP CONTACTS

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*National Solar Conference & Tiny Watts*  
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**Tom Freeman**  
*ASES Online Community*  
P: (610) 283-4385 E: tfreeman@ases.org