2020 Media Portfolio

Solar Today Magazine
National Solar Tour
SOLAR 20/20
Solar@Work E-Newsletter
Tiny Watts
TABLE OF CONTENTS

Solar Today Magazine
  Editorial Calendar ...................... 4
  Print Advertising Rates ............... 5
  Digital Advertising Rates .......... 6
Solar@Work E-Newsletter
  Digital Advertising Rates .......... 7
National Solar Tour
  Overview .................................. 9
  Sponsor Benefits and Pricing ..... 10
SOLAR 2019 Conference
  Overview ................................. 12
  Sponsorship Packages ............... 13
Tiny Watts
  Overview .................................. 15

We connect the people, information, events and resources that cultivate community and power progress.

54K USERS
18K WEB PAGE VIEWS/MO.
39K TWITTER FOLLOWERS
144K FACEBOOK 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
2019 Advertising Opportunities
**Solar Today** magazine publishes four issues annually plus the **ASES National Solar Tour Guide** and **National Solar Conference Program** in both print and digital formats. It’s distributed to more than **54K renewable energy professionals, advocates, and end users**. Additional visibility of **18K page views per month** at ases.org/solartoday, plus **39K Twitter followers** and **144K Facebook followers**.

### Editorial Focus

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>New Products Showcase (Subject to change)</th>
<th>Bonus Distribution</th>
<th>Ad Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Building Energy &amp; Efficiency</td>
<td>Windows, Doors, Roofs</td>
<td>NESEA Building Energy Boston</td>
<td>Feb 1</td>
<td>Feb 15</td>
</tr>
<tr>
<td>Solar Disaster Preparedness</td>
<td>Products of Solar Small Businesses</td>
<td></td>
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<tr>
<td>NREL News</td>
<td>Energy-Monitoring Products for Homes and Businesses</td>
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<tr>
<td>The State of State Solar Policies</td>
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<tr>
<td>Solar Powered Small Businesses</td>
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<tr>
<td>Energy Efficiency Products</td>
<td></td>
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<tr>
<td>Grid Modernization</td>
<td></td>
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<tr>
<td><strong>SUMMER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grid Ties, Resource Assessment</td>
<td>Utility Scale Products</td>
<td>ASES SOLAR 20/20</td>
<td>May 1</td>
<td>May 15</td>
</tr>
<tr>
<td>Solar + Storage Solutions</td>
<td>Storage Products</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>PV Advances</td>
<td>Solar Lightbulb Products</td>
<td></td>
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<tr>
<td>PV Materials and Recycling</td>
<td></td>
<td></td>
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<tr>
<td><strong>FALL</strong></td>
<td></td>
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</tr>
<tr>
<td>Community Solar</td>
<td>Solar Home Products</td>
<td>Solar Power International</td>
<td>Aug 1</td>
<td>Aug 15</td>
</tr>
<tr>
<td>Election Update on Solar Policies</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Energy Blockchain</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Solar Tour Guide Insert</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOLAR 20/20 Annual Conference Review</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economics of Solar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WINTER</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Solar Progress through the Ages</td>
<td>Solar Powered Holiday Gifts</td>
<td></td>
<td>Nov 1</td>
<td>Nov 15</td>
</tr>
<tr>
<td>Solar Financing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Solar Tour Review</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diversity in Renewables</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SOLAR 20/20 CONFERENCE PROGRAM**

<table>
<thead>
<tr>
<th>Conference Schedule</th>
<th>Sponsor Products</th>
<th>SOLAR 20/20</th>
<th>Apr 1</th>
<th>Apr 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker and Special Event Info</td>
<td></td>
<td>SOLAR 20/20</td>
<td>Apr 1</td>
<td>Apr 15</td>
</tr>
</tbody>
</table>

**ASES AND NATIONAL SOLAR TOUR GUIDE**

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

Reserve advertising space in Solar Today Magazine for 2020 by contacting sales@ases.org or Betsy Milliken at bmilliken@ases.org. Production dates are current as of January 2020.
## 2020 PRINT ADVERTISING RATES

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

<table>
<thead>
<tr>
<th>Spread</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page Island</th>
<th>1/2 Page Horizontal</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>Business Card Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
<td>Rate</td>
</tr>
<tr>
<td>$5,000</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$3,500</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,225</td>
</tr>
<tr>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
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<tr>
<td>$2,500</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,250</td>
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<td>$2,000</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
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<td>$1,100</td>
<td>$1,100</td>
</tr>
<tr>
<td>$1,750</td>
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<td>$1,500</td>
<td>$1,300</td>
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<tr>
<td>$1,000</td>
<td>$900</td>
<td>$700</td>
<td>$700</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Premium Placements
- Second and Third Covers: Space + $500 each
- Fourth Cover: Space + $1000 each

### Special Positions / $250+ Space
*Solar Today* guarantees a special position only for advertisers that have paid the special-position rate. Contact sales representative about availability of guaranteed premium positions.

### Special Inserts
Contact Sales for more information.

### Frequency rates are based on number of display insertions in *Solar Today* Magazine contracted for in 12 consecutive months.

### Print Ad Submissions
All images must be 300 DPI minimum, all file formats accepted.

### Inserts
Rates for bound-in inserts and pre-printed loose inserts are quoted individually based on production costs incurred and circulation.
Solar Today Magazine’s website solartoday.org receives on average 18,000 page views per month. That’s a lot of exposure!

### Advertising Positions and Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard:</strong> 1140 x 105 pixels</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. Viewable on desktop, tablet and mobile.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **Advertiser Feature Box:** 367 x 306 pixels | $3,000      | $10,000 |
| Medium Exposure—Appears on home page half way down, next to featured advertiser logos. This is a rotator ad. Viewable on desktop, tablet and mobile. |

| **Sidebar Box:** 285 x 226 pixels | $4,000      | $14,000 |
| High Volume Exposure—Appears on every article/sub page (500+ pages). This is a rotator ad. Viewable on desktop and mobile. |

| **Regional Roundup:** 367 x 306 pixels | $2,000      | $8,000  |
| Same placement as Advertiser Feature Box—Appears with regional focus article. One per issue of Solar Today. Viewable on desktop and mobile. |

ASES Webinar Series sponsorships available! Support our Technical Divisions Webinars for $5,000 and receive recognition alongside quality content viewed by thousands of solar professionals.
Solar@Work E-Newsletter is our biweekly newsletter email that reaches our 54K 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. Now that’s some great exposure!

**AVAILABLE ADVERTISING POSITIONS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Per Quarter</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>$4,250</td>
<td>$15,000</td>
</tr>
<tr>
<td>Wide Skyscraper (180x600)</td>
<td>$3,750</td>
<td>$12,500</td>
</tr>
<tr>
<td>Rectangle (180x150)</td>
<td>$3,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

- **Frequency:** Twice monthly
- **Audience:** 54K solar professionals

**RATE AND SPECS**

- **Leaderboard Ad**
  - Exclusive
  - Size: 728x90 pixels
  - Position: Below masthead
  - File types: JPG, GIF, PNG

- **Rectangle Ad**
  - Three per location
  - Size: 180x150 pixels
  - Position: Right Sidebar
  - File types: JPG, GIF, PNG

- **Wide Skyscraper Ad**
  - Two per location
  - Size: 180x600 pixels
  - Position: Right Sidebar
  - File types: JPG, GIF, PNG

Static ad recommended for best viewing in multiple email clients.

**MATERIALS REQUIRED**

ONE WEEK PRIOR TO PUBLICATION

Interested in ad placement?

Contact sales@ases.org or Betsy Milliken at bmilliken@ases.org.

www.ases.org
ASES NATIONAL SOLAR TOUR

2020 Sponsorship Opportunities
OVERVIEW

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 September 28th to October 4th, hundreds of people across the nation will show off their solar homes and businesses. During this week, solar owners and supporters will have a chance to connect, ask and answer questions, and participate in a nationwide virtual solar experience.

Why Sponsor the National Solar Tour?

• Reach people ready to make an investment in solar and energy efficiency
• Nationwide visibility and brand recognition
• Exposure across multiple events, programs, web, social media, and more
• Tax-deductible sponsorships (considered donations to ASES, a non-profit organization)
• Legacy of commitment to stronger, more energy-stable communities, people and business

“Sustainable living is not only good for the planet, it’s good for our wallets. The National Solar Tour offers families an opportunity to have meaningful conversations with friends and neighbors who’re reaping the benefits of renewable energy and energy efficiency every day. It’s a great way to get an up-close and personal perspective on how easy it can be to live the green life—and how rewarding.”

– Ed Begley, Jr.
SPONSOR BENEFITS AND PRICING

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 1)</th>
<th>Gold (limit 3)</th>
<th>Silver</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium logo placement in all Tour marketing assets</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(tour logo, web, print, social)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of 2021 ASES webinar featuring your expert panel</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>
</tr>
<tr>
<td>Company logo and link on Tour website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media recognitions</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>
</tr>
<tr>
<td>Ad, four issues of Solar@Work newsletter, and 4 issues (one year) of Solar Today magazine</td>
<td>Full Page Ad</td>
<td>1/2 Page Ad</td>
<td>1/4 Page Ad</td>
<td></td>
</tr>
</tbody>
</table>

Sponsorship Rate $15,000  $8,000  $4,000  $2,000/market

Special non-profit rates available.

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 15, 2020

Contact sales@ases.org or solartour@ases.org

www.nationalsolartour.org
Conference Sponsorship Opportunities
ASES SOLAR 20/20
George Washington University
Washington D.C.
June 23-26, 2020

Sponsorships of the ASES SOLAR 20/20 National Solar Conference offer visibility and brand recognition across every event associated with the conference including web, print and social media channels. They also help make this important, long-standing event possible.

**SOLAR 20/20 sponsors receive exposure to thousands of solar professionals and advocates.**

Packages include prominent options for the greatest value and visibility, event and micro-event sponsorships, and advertising opportunities. Sponsorships range from $1,500 to $25,000 (see page 13-14). ASES is a nonprofit organization; sponsorships are donations and are tax deductible (except for the value of some sponsorship benefits).
## CONFERENCE SPONSORSHIP PACKAGES

### Overall Conference $25,000 (2 available)
- Two (2) complimentary full conference registrations
- Full-page advertisement in conference program, recognition at plenaries and ASES events
- Custom "Your company/organization is proud to sponsor the ASES SOLAR 20/20 Conference" table tents placed on each banquet table throughout the conference
- Two (2) free admissions to Awards Banquet
- Up to eight (8) pages of promotional material in registration bag
- Promotional opportunity at plenary sessions
- Tier 1 logo on ASES SOLAR 20/20 website
- Six (6) social media promotions (2 each on LinkedIn, Facebook and Twitter)
- Sponsor advertisement in Solar Today–full page in Spring and Summer 2020 editions
- Dedicated press release through PR Newswire
- "Premier Sponsor" title designation on all conference outreach

### Solar Citizen Day of Action Sponsor $12,000 (2 available)
**Premier advocacy event**
- Innovative and interactive displays/activities at the conference site
- Two (2) complimentary full conference registration
- Half-page ad in conference program
- Recognition at plenaries and ASES events
- One (1) free admission to Awards Banquet
- Up to six (6) pages of promotional material in registration bag
- Tier 2 logo on ASES SOLAR 2020 website
- Sponsor ad in Solar Today–full page in Spring and Summer 2020 editions
- Four (4) social media promotions (1 each on LinkedIn, Facebook, Instagram and Twitter)

### Theme Sponsor $10,000 (4 available)
**Themes: Policy, Finance, Technology, Education, and Industry**
- One (1) complimentary full conference registration
- Quarter-page ad in conference program
- Recognition at plenaries and ASES events
- One (1) free admission to Awards Banquet
- Up to four (4) pages of promotional material in registration bag
- Tier 2 logo on ASES SOLAR 20/20 website
- Sponsor advertisement in Solar Today–half-page ad in Spring and Summer 2020 editions
- Four (4) social media promotions (1 each on LinkedIn, Facebook, Instagram and Twitter)
### Student Scholarship Package

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

Provides a SOLAR 2019 scholarship for up to 5 students

- Logo in conference program
- Recognition at plenaries & ASES events
- Up to two (2) pages of promotional material in registration bag
- Tier 3 logo on ASES SOLAR 2019 website
- Sponsor advertisement in Solar Today—half-page ad in 2019 Spring and Summer editions

### ASES Supporter

**$1,500** (15 available)

- Choice of your logo in the conference brochure or logo on our site for one (1) year
- Two (2) complimentary full conference registrations
- Table Top Exhibit Display in Conference Hall

### Micro-Event Sponsorship Packages

#### ASES Annual Awards Banquet

**$5,000** (3 available)

- Two (2) complimentary full conference registrations and two (2) free admissions to the ASES Awards Banquet
- Logo in conference program
- Recognition at plenaries and ASES events
- Up to two (2) pages of promotional material in registration bag
- Tier 3 logo on ASES SOLAR 20/20 website
- Sponsorship advertisement in Solar Today—half-page ad in Spring and Summer 2020 editions

#### Opening Reception

**$4,000** (3 available)

- Two (2) complimentary full conference registrations
- Logo in conference program
- Recognition at plenaries and ASES events
- Up to two (2) pages of promotional material in registration bag
- Tier 3 logo on ASES SOLAR 2020 website
- Sponsorship advertisement in Solar Today—half-page ad in Spring and Summer 2020 editions

#### Women in Solar Energy (WISE) Forum and Luncheon

**$3,000** (3 available)

- Logo in conference program
- Two (2) complimentary full conference registrations
- Recognition at plenaries and ASES events

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**Sponsor Commitment Deadline:** April 1, 2020
Tiny Watts is ASES’s newest program being designed to grow the community. It 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 registry to track use to Tiny Watts devices. We are half way to our goal of 1MW!
- Social media communities sharing stories and engaging with the community.
- A store selling Tiny Watt goods.
- An discussion board for reviewing products and to share calls for action.
- A blog telling stories of how to use Tiny Watts

Now is a great time to become a founding sponsor of Tiny Watts.

Become a founding sponsor and display your products at SOLAR 2019.

And continue to be recognized for your ongoing support.

Founding Sponsor $5,000
Tiny Sponsor < $5,000

Sponsor Commitment Deadline: March 1, 2020
Artwork and materials must be submitted by March 15, 2020.
Email materials to sales@ases.org or Betsy Milliken at bmilliken@ases.org.
ases.org/tinywatts