

# SOLARTODAY

## EDITORIAL CALENDAR

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 60K renewable energy professionals, advocates, and end users. Additional visibility of 13K page views/month at [ases.org/solartoday](https://ases.org/solartoday), plus 45K Twitter and 142K Facebook followers.

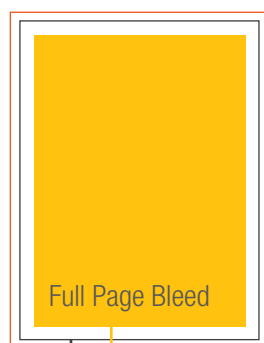
Editorial Focus	Bonus Distribution	Ad Space Deadline	Materials Deadline
<b>SPRING 2023</b> <ul style="list-style-type: none"> <li>· Inflation Reduction Act Implementation</li> <li>· RE+</li> <li>· ESG Legislation</li> <li>· Solar Decathlon</li> <li>· Solar Elevated Highways</li> </ul>	<b>Building Energy</b> March 27-29 Boston, MA	Feb 1	Feb 5
<b>SUMMER 2023</b> <ul style="list-style-type: none"> <li>· Innovative Solar Buildings</li> <li>· ASES National Solar Tour</li> <li>· Passive Solar - Green Construction</li> </ul>	<b>ASES SOLAR 2023</b> August 8-11 Boulder, CO  <b>RE+/SPI</b> September 11-14 Las Vegas, NV	May 1	May 5
<b>FALL 2023</b> <ul style="list-style-type: none"> <li>· Minerals Challenges and Solutions</li> <li>· Copper and Inequality</li> <li>· Deserts, Water and Lithium</li> <li>· Aluminum and the Energy Transition</li> <li>· Cobalt and the Democratic Republic of the Congo</li> <li>· Greener Alternatives for Rare Minerals</li> <li>· Environmental Costs of Minerals</li> </ul>	<b>EEBA High Performance Homes Summit</b> October 10-12 Salt Lake City, UT	Aug 1	Aug 5
<b>WINTER 2023</b> <ul style="list-style-type: none"> <li>· Solar Marketing and Consumer Behavior</li> <li>· Solar Storytelling - Solar Public Relations</li> <li>· Environmental Behavior Change</li> </ul>	<b>Intersolar North America</b> February 14-16, 2023 Long Beach, CA	Nov 1	Nov 5
<b>SOLAR 2023 CONFERENCE PROGRAM</b> <ul style="list-style-type: none"> <li>· Conference Schedule</li> <li>· Speaker and Special Event Info</li> </ul>	<b>SOLAR 2023</b>	May 25	Jul 1
<b>NATIONAL SOLAR TOUR GUIDE</b> <ul style="list-style-type: none"> <li>· Solar Basics</li> </ul>	Nationwide tour sites Insert in Solar Today, Fall Issue	Aug 15	Aug 20

Contact Phil Arndt at [sales@ases.org](mailto:sales@ases.org) or [parndt@ases.org](mailto:parndt@ases.org) for ad placement.

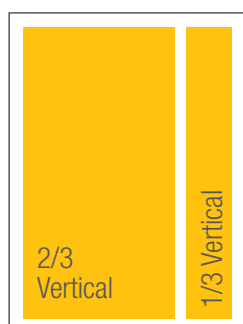
## PRINT ADVERTISING RATES

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

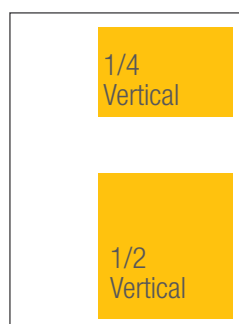
	1x	2x	4x	6x
Full Spread	\$5,000	\$4,500	\$4,000	\$3,500
Full Page	\$3,000	\$2,750	\$2,500	\$2,225
2/3 Vertical	\$2,500	\$2,250	\$2,000	\$1,750
1/2 Vertical	\$2,000	\$1,750	\$1,500	\$1,250
1/2 Horizontal	\$2,000	\$1,750	\$1,500	\$1,250
1/3 Vertical	\$1,750	\$1,500	\$1,250	\$1,100
1/4 Vertical	\$1,500	\$1,300	\$1,100	\$1,000
Business Card	\$1,000	\$900	\$700	\$500



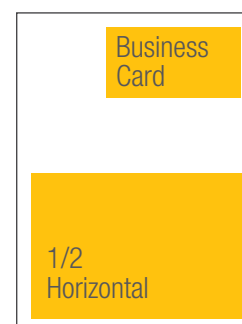
■ Live: 7.5" x 10"  
■ Trim: 8.5" x 10.875"  
■ Bleed: 8.75" x 11.125"



**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

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. Email [sales@ases.org](mailto:sales@ases.org) representative 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 contracted for in 12 consecutive months.

### 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

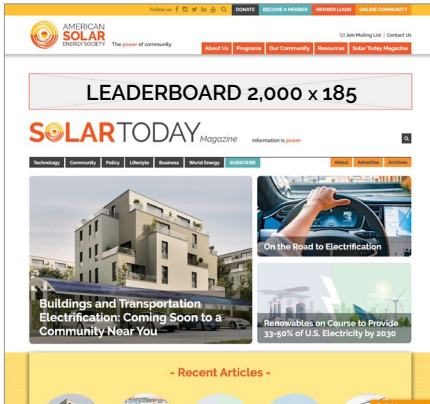
Size	Width	Height
Full Page (bleed)	8.75" (222.25mm)	11.125" (282.575mm)
Full Page (non-bleed)	7.5" (190.5mm)	10" (254mm)
2/3 Vertical	4.9167" (124.88mm)	9.5" (241.3mm)
1/2 Vertical	4.9167" (124.88mm)	4.75" (120.65mm)
1/2 Horizontal	7.5" (190.5mm)	4.9167" (124.88mm)
1/3 Vertical	2.333" (59.25mm)	9.5"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

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



Home Page  
**LEADERBOARD**



Home Page  
**FEATURE BOX**



Magazine Article Page  
**SIDEBAR BOX**

## RATES AND SPECS

Ad Options	Size (Pixels)	Per Quarter	Annual
<b>LEADERBOARD</b> High Exposure—Appears on home page and all article/sub pages (500+) directly below main nav. This is a rotator ad.	2,000 x 185	\$5,000	\$18,000
<b>FEATURE BOX</b> Medium Exposure—Appears on home page half way down, next to featured advertiser logos. This is a rotator ad.	360 x 300	\$3,000	\$10,000
<b>SIDEBAR BOX</b> High Volume Exposure—Appears on every article/sub page (500+ pages). This is a rotator ad.	360 x 360	\$4,000	\$14,000
<b>REGIONAL ROUNDUP</b> Same placement as Advertiser Feature Box—Appears with regional focus article. One per issue of Solar Today.	360 x 360	\$2,000	\$8,000

File types accepted: JPG, GIF, PNG

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Solar@Work E-Newsletter is our biweekly newsletter email that reaches 50K 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

Ad Options	Size (Pixels)	Per Quarter	Annual
<b>LEADERBOARD</b> Exclusive Position: Below Masthead	1140 x 105	\$5,000	\$17,000
<b>SKYSCRAPER</b> Three per location Position: Sidebar	360 x 1200	\$4,250	\$15,000
<b>SQUARE</b> Two per location Position: Sidebar	360 x 360	\$3,000	\$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 50K renewable energy contacts: **\$4,000**

Contact Phil Arndt at [sales@ases.org](mailto:sales@ases.org) or [parndt@ases.org](mailto:parndt@ases.org) for more details. Restrictions apply.

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