

Rates

Print			
Four-Color Rates (GROSS)			
	1X	3X	6X
Full Page	\$2,770	\$2,495	\$2,240
1/2 Island	\$2,395	\$2,150	\$1,950
1/2 Page Standard	\$2,140	\$1,960	\$1,700
1/3 Page	\$1,510	\$1,385	\$1,255
1/4 Page	\$1,350	\$1,230	\$1,120
Business Card (NET RATES)	n/a	\$345	\$315

Cover Rates (GROSS)			
	1X	3X	6X
2nd Cover (Inside Front)	\$3,045	\$2,740	\$2,470
3rd Cover (Inside Back)	\$2,910	\$2,625	\$2,355
4th Cover (Back Cover)	\$3,190	\$2,865	\$2,585

(RATES INCLUDE FOUR-COLOR)

Digital			
Website		CPM Net Rate	
Standard Rectangle Banner (300x250)		\$55	
Skyscraper Banner (300x600)		\$80	
Leaderboard Banner (728x90)		\$85	
Large Leaderboard Banner (970x90)		\$100	
Homepage Spotlight Banner (728x90)		\$6,500 Annual	
Branded Background Skin		\$1,200 per month	
		\$3,000/3 months	
		\$6,000/6 months	
		\$12,000/Annual	
Welcome Banner		\$199	

Twitter (NET)	
Scheduled tweets are normal text-based tweets that include one external link sent on the date/time you specify. Tweet content is subject to editor approval.	
Rate	\$100 per tweet

Weekly E-Newsletters (NET)	
Rate - Banner	\$1,250 per month
Rate - Advertorial	\$400 per issue

Monthly Solar Builder Spotlight E-Newsletters (NET)	
Sponsorship	\$990/issue

Regional Impressions available. Contact your sales representative for more details.

Digital Edition (NET)			
Digital Edition Sponsor	\$500/month	Play Video Hyperlink	\$100/issue
Digital Edition Landing Page	Full page - \$300/issue Spread - \$400/issue	Advertisement hyperlink	\$50/issue

Advertising

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