

Digital Edition

Total digital edition subscribers: 743

AS OF 7/19/2017

Solar Builder Digital Edition Analytics

	Combined stats Jan - July 2017	Average per issue
Unique visitors	897	225
Issue views	1,398	350
Page views	19,951	5,000



SOLAR BUILDER Digital Edition Sponsor

The Digital Edition Sponsor receives an exclusive sidebar ad that always resides on the left side of the digital edition, regardless of the page a reader is viewing.

- The sidebar ad is not specific to an issue. It will be visible on the current issue as well as the *Solar Builder* digital archives.
- The sponsor ad remains on the digital edition until the contract/insertion has ended.
- Featured as an issue sponsor in the digital edition email notification.



SOLAR BUILDER Digital Edition Landing Page

The Digital Edition Landing Page is similar to a tip cover on the print editions – it's the first thing a reader will see when they open the digital edition.

- The Landing Page ad is specific to an issue and will always remain a part of the issue in the archives.
- Can be designed to look like a web page adding images, links, video, etc.
- Digital Edition Landing Page ads are visible on desktops and mobile devices.
- Featured as an issue sponsor in the digital edition email notification.

Other Digital Edition Options:

Play Video hyperlink:



A standard PLAY VIDEO icon will be added to your advertisement, drawing readers to your video link on YouTube.

Advertisement hyperlink:

- Entire ad will be clickable.
- Provide URL for hyperlink with your print ad materials.

Advertising

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