

SOLAR BUILDER DIGITAL EDITION SPONSOR



SOLAR BUILDER DIGITAL EDITION LANDING PAGE



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.
- Sidebar ads are visible on desktops only, not available on mobile devices due to limited screen area.

Sponsor Ad Size/Specs:

- 160w x 600t pixels and can be submitted as jpg, gif, swf. Supply URL link.

Rate:

- \$9,600 Net/12 months
- \$5,200 Net/6 months

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, etc.
- Digital Edition Landing Page ads are visible on desktops and mobile devices.

Landing Page Ad Sizes/Specs:

- Full page: 8-1/4" wide x 11-1/8" high
- Spread: 16-1/2" wide x 11-1/8" high
- Acceptable files include: PDF, EPS and TIFF. 300 dpi.

Rate:

- \$690 Net/Issue - Full Page
- \$1,200 Net/Issue - Spread

OTHER DIGITAL EDITION OPTIONS:



Play Video hyperlink: \$50 net/issue

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

Advertisement hyperlink:

\$50 Net/issue

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

ADVERTISING

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