

Rates



Print (Ad appears in Print & Digital Editions)

Display Ads (4-COLOR, GROSS)

	1X	3X	6X
Full Page	\$2,825	\$2,545	\$2,285
1/2 Island	\$2,440	\$2,195	\$1,990
1/2 Page Standard	\$2,180	\$2,000	\$1,735
1/3 Page	\$1,540	\$1,415	\$1,280
1/4 Page	\$1,380	\$1,255	\$1,140
Business Card (NET)	n/a	\$350	\$320

Cover Rates (4-COLOR, GROSS)

	1X	3X	6X
2nd Cover (Inside Front)	\$3,105	\$2,795	\$2,520
3rd Cover (Inside Back)	\$2,970	\$2,680	\$2,400
4th Cover (Back Cover)	\$3,255	\$2,920	\$2,640

Advertising

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Editorial

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Digital

Website (CPM Net Rate)

Standard Banner (300 x 250)	\$60
Skyscraper Banner (300 x 600)	\$85
Leaderboard Banner (728 x 90)	\$90
Large Leaderboard Banner (970 x 90)	\$100
PushDown Banner (970 x 90)	\$125
Inline Banner (300 x 250)	\$125
Interstitial Ad (600 x 400)	\$200
Branded Background Skin	\$1,200 per month \$3,000 per 3 months \$6,000 per 6 months \$12,000 per Annual

Regional Impressions available.

Contact your sales representative for more details.

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 eNewsletters (NET)

Banner Advertisement \$1,250 per month

Advertorial \$400 per issue

Monthly Solar Builder Spotlight eNewsletters (NET)

Sponsorship \$990 per issue

Digital Edition (NET)

Digital Edition Landing Page \$300 per issue - Full page

\$400 per issue - Spread

Play Video Hyperlink \$100 per issue

Advertisement Hyperlink \$50 per issue