

INSTANT ACCESS TO THE KEY
DECISION-MAKERS IN THE
\$17.8 BILLION U.S. SOLAR INDUSTRY

Solar Buyers' Guide SEIA Solar Update

2015 MEDIA KIT



FOR MORE INFORMATION, PLEASE CONTACT:

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WWW.SEIA.ORG

NAYLOR 
ASSOCIATION SOLUTIONS

Solar Energy Industries Association

The SEIA Advantage

- Our members are the leaders and decision-makers in the **\$17.8 billion** U.S. solar industry.
- Put your product or service in front of the companies that you want to do business with. SEIA publications allow you to **reach the following:**
 - Manufacturers/Suppliers
 - Project Developers
 - Distributors
 - Law Firms
 - Contractors
 - Financial Institutions
 - Installers
 - ...and more!
- Enjoy weekly access to the solar industry's most engaged professionals. *SEIA Solar Update* is distributed to **more than 10,000** solar energy industry leaders every week, and growing.

Who We Are

As the national solar trade association in the U.S., SEIA is the power behind the solar industry. Our member companies research, manufacture, distribute, finance, and build solar projects domestically and abroad.

This is your perfect chance to reach key decision-makers in the solar energy industry. Call your Naylor account representative to reserve your space today!



SEIA Solar Update
Weekly eNewsletter



Solar Buyers' Guide

To learn more about SEIA, please visit:

www.seia.org

SEIA Solar Update eNewsletter

About the eNewsletter

Now more than ever, professionals consume information on the go. Our *SEIA Solar Update* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 10,000 solar professionals on a regular basis
- In addition to SEIA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other SEIA publications and communications outreach
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Traffic Overview of SEIA Solar Update:
 Unique click rate: 26.7%
 Unique open rate: 19.5%
 Average statistics based on email activity from April 2013 - April 2014



Rectangle Banner

12 Months | \$14,500 6 Months | \$8,000 3 Months | \$4,400

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Vertical Banner

12 Months | \$14,500 6 Months | \$8,000 3 Months | \$4,400

- Only two spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Specifications:

Rectangle Banner

- 375 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)
- Max file size 100 KB

SEIA Member Benefit:
10% off rates for SEIA members!

Distributed weekly on Tuesday.

Sections include

- Top News
- Policy Updates
- Upcoming Events
- Industry Research

...and more!

Naylor charges a \$50 artwork surcharge for artwork creation or changes. The \$50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.



Solar Buyers' Guide

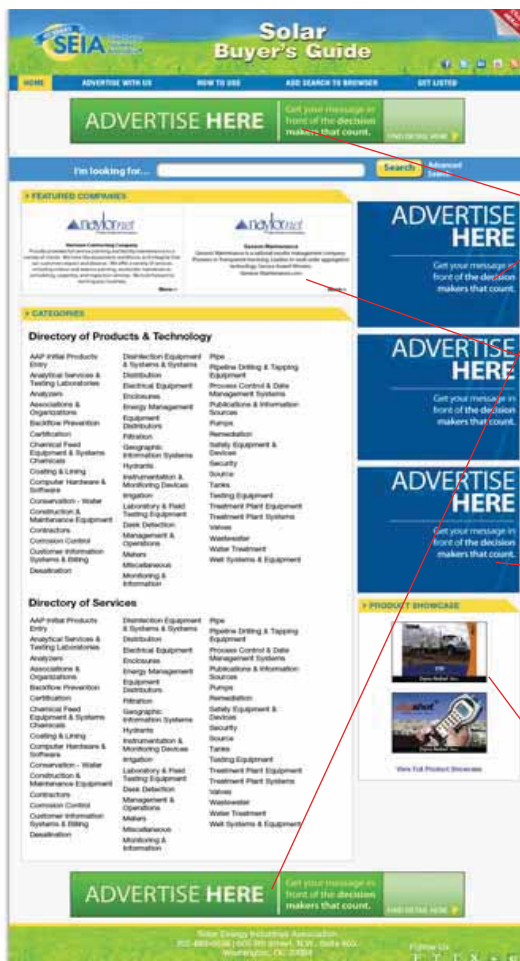
About the Solar Buyers' Guide – seia.officialbuyersguide.net

The Solar Buyers' Guide is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, the Solar Buyers' Guide makes it easy to locate products and professional services geared to the solar energy industry.

A Reference at Your Fingertips:

- Cross-promoted in other SEIA communication pieces
- Optimized to drive traffic from search engines and the SEIA home page
- Efficient browsing with fewer clicks
- Users can set the Solar Buyers' Guide as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

The purchase of any Solar Buyers' Guide display ad comes with a COMPLIMENTARY Premier Listing – a \$395 value!



Page Peel – EXCLUSIVE, RUN-OF-SITE POSITION | \$7,500

Display your business uniquely on the Solar Buyers' Guide. With the move of a mouse, your company's message sweeps down over the site, drawing attention and visitors to your website.

Banner Package | \$5,000

Maximize your visibility! The banner package is run-of-site and will show on both the top and bottom leaderboard and in the top two rectangles. Only fifteen rotations are available.

Featured Companies | \$3,250

Have your company featured at the top of every page by including your logo and company description within the Solar Buyers' Guide. There are only two run-of-site positions available, with ten rotations each.

Super-Category Page Rectangle | \$1,000

The Super-Category Rectangle appears in the third rectangle position on the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. There is only one position available per category, with two rotations.

Product Showcase | \$1,500

Appears on the home page of the Solar Buyers' Guide and the Product Showcase page and links to your Premier Listing or website. There are only two positions available, with six rotations each.

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Continued on next page...

Solar Buyers' Guide



The purchase of any *Solar Buyers' Guide* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$395 value!

Premier Listing Package | \$395

Premier Listings are designed to offer heightened visibility within *Solar Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- **Google site search:** to search your website from your Premier Listing
- **Request for information:** a contact form to reach a representative from your business



Naylor charges a \$50 artwork surcharge for artwork creation or changes. The \$50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.

Maximize the impact of your Premier Listing with these upgrades



Guaranteed Position

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/service category on the home page of the *Solar Buyers' Guide*, your company is the first that they see. *Includes Premier Listing upgrade.*

- Category Sponsor #1** | \$1,500
- Category Sponsor #2** | \$1,350
- Category Sponsor #3** | \$1,150



Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

- Video** | \$200

Solar Buyers' Guide

Premier Listing Categories

Our *Solar Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

Business & Project Services

- Architectural Services
- Books
- Certified Public Accountant
- Communication Solutions
- Concentrated PhotoVoltaics/CPV
- Construction/Engineering
- Consulting
- Education/Workshops
- Energy Auditors
- Environmental Consulting
- Event Planning
- Executive Advising
- Factory Design Services
- Financial Services
- Foundations
- Governmental Agencies
- Green Real Estate Agents/Brokers
- Green Roofs
- Incentive Programs
- Insurance
- Investment Banking
- Legal Services
- Logistics
- Marketing Services
- Media
- Online Training
- Operation and Maintenance (O & M)
- Passive Solar Design
- Permitting
- Power Purchase Agreements (PPA)
- Project Development
- Recycling
- Research
- Solar Contractor
- Solar Resource Assessment
- Staffing
- System Designers
- System Installation and Design Training
- System Leasing Services
- Trade Publications
- Transportation
- Utility Company
- Utility Scale Solar Systems
- Utility-Scale Project Development

Installers/System Integrators for Consumers

- Architects
- Commercial Electrical Systems
- Commercial PV Systems
- Commercial Solar Thermal Systems
- Energy Auditors
- Geo Thermal Systems
- Residential PV Systems
- Residential Solar Thermal Systems
- Roofing Systems
- Site Assessments
- Solar Air Conditioning
- Solar Homebuilder
- Solar Pool Heating Systems
- System Designers

Peripherals/Accessories

- Commercial Power Systems
- Exhaust Management
- Fans/Motors
- Hot Water Storage Tanks
- Mounting/Racking Systems
- Residential Power Systems
- Solar Battery Chargers
- Solar Tracking
- Surge Protection
- Tags
- Vacuum Pumps/Systems
- Wind Turbines
- Wiring/Cabling Solutions

Production Equipment

- Brazing Equipment
- Cell Equipment
- Cleaning Technologies/Systems
- Component Design
- Conveyor Products
- Crystal Growth Equipment
- Demand Maintenance
- Deposition/Coating Systems
- Diffusion Furnaces & Heating Equipment
- Dispensing Equipment

- Etching
- Galvanizing
- Heaters/Controllers/Sensors
- Inspection Systems/Glass & Panels
- Laminating Equipment
- Lasers/Optical Components
- Machining Equipment
- Module Equipment
- Power Supplies
- Printing & Metallization
- Process Control Systems
- PV Fuses
- Robotics/Automation
- Roll Forming
- Silicon Refining Equipment
- Simulation Equipment
- Slot Die Coating Systems
- Surge Protection
- Thin Film
- Turnkey and Custom Manufacturing Lines
- Ultrasonic Welding Equipment
- Used Equipment
- Vacuum Filtration
- Vacuum Valves
- Wafer Processing
- Wire Saws

Production Materials

- Adhesives
- Aluminum Extrusions
- BackSheets
- Carbon/Graphite Products
- Cell/Module Encapsulation Materials
- Ceramics
- Chemical Delivery Systems
- Clamping Devices
- Conductive Inks
- Crystalline Cell Materials
- Fasteners/Mounting Hardware
- Glass for Solar Applications
- Hardware
- Ingots
- Membranes

Continued on next page...

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

Additional Categories X \$50.00 = \$ _____

Initial: _____ Date: _____



Solar Buyers' Guide

Premier Listing Categories

Our *Solar Buyers' Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

...Continued from previous page

- Mirrors
- Non-Silicon Cell Materials
- Polymeric Materials and Plastics
- Process Gases
- Ribbons/Buss Wires
- Screen Printing Mesh
- Sealing Materials
- Semiconductor Products
- Silicon Materials
- Solar Screens
- Solder/Solder Paste
- Sputtering Targets/Deposition Materials
- Steel Fabricators
- Support Systems & Hardware
- Tags
- Tape
- Thin-Film PV Materials
- Tubular Skylights
- Wafers

Solar Products/Systems

- Active/Passive Solar Thermal Water Heating
- Air/Dual Mode Air Systems
- Batteries & Energy Storage Systems
- Battery Maintenance
- BIPV
- Combiner Boxes
- Complete Pre-Assembled System
- Concentrating Solar Thermal Collectors
- CPC Thermal Collectors
- CSP Receiver Tubes
- CSP Systems
- Daylighting
- Electrical Vehicle Charging Stations (EVCS)
- Enclosures
- Energy/Power Monitoring Products
- Energy Control
- Energy Monitoring
- Energy Storage
- Evacuated Tube Collectors
- Fans
- Flat Plate Thermal Collectors
- Forced Air Heating/Cooling

- Geothermal Heating Systems
- Grid Tied Inverters
- Home Automation Systems
- Hot Air Collectors
- Hot Water Systems
- Insulated Pipe/Pre-Insulated Pipe
- Integration Systems
- Inverters & Power Converters
- Large-Scale Concentrating Solar Power Equipment
- Mounting Systems/Racking
- Other Accessories
- Other System Components
- Pool Heating
- Portable Solar Products
- Power Quality Components
- PV Cells
- PV Modules
- PV Wafers
- Resource Assessment Equipment
- Resource Assessment Software
- Salt Conversions
- SCADA
- Security/Theft Prevention
- Smart Grids
- Software
- Solar Air Conditioning
- Solar Attic Fans
- Solar Cables
- Solar Carports
- Solar Farms
- Solar LED Lighting
- Solar Panels/Kits
- Solar Powered Lighting
- Solar Tracker
- Solar Vehicles
- Solar Water Purification Systems
- Water Pumps
- Weather Stations
- Wholesale
- Wind Systems
- Wires/Connectors/Fuses

Testing/Analysis

- Environmental Testing Equipment
- Gas Detection
- Inspection
- I-V Curve Tracers
- Materials Characterization Services
- Metrology Systems & Services
- Module Test Systems
- Optical Inspection
- Power Supplies
- Simulators/Testers
- Solar Radiation
- Solar Radiometers
- Testing and Certification
- Tracking

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

_____ **Additional Categories X \$50.00 = \$** _____

Initial: _____ **Date:** _____



SEIA Solar Update Solar Buyers' Guide

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

eNewsletter

Rectangle Banner

- 375 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)
- Max file size 100 KB

Online Buyers' Guide

Page Peel

- 2 files required. Live area is only the top right diagonal corner.
- Small peel teaser: 75 x 75 pixels
- Large peel ad: 500 x 500 pixels
- Creative accepted: JPG only (no animation)



Leaderboard

- 728 x 90 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Rectangle/Super Category

- 300 x 250 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Featured Companies

- 300 x 180 pixels
- Logo & text only
- Logo size can be 120 x 60 pixels for wider logos and 120 x 120 pixels for taller logos
- Max word count is 30-40 words depending on word length
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Product Showcase

- 175 x 120 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB
- You are permitted one graphic and one line of text

*Online Buyers' Guide Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

Create an invisible button using Action Script 3.0

1. Open your .fla file.
2. Lock all your layers
3. Create a new layer on top and select the first frame.
4. Draw a large rectangle or shape that will cover the whole banner.
5. Then convert your shape to a 'Symbol' and track it as a button.
6. In the PROPERTIES panel set the 'Color Effect' as 'Alpha' and set it to 0%.
7. Then change the instance name to 'naylorbtn_btn'
8. Create a new layer on top of the button and select the first frame.
9. Go to the ACTIONS panel, copy and paste this snippet below

```
naylorbtn_btn.addEventListener(MouseEvent.CLICK,function(event:MouseEvent):void {
flash.net.navigateToURL(new URLRequest
(root.loaderInfo.parameters.url), "_blank");
});
```

NOTE: Do not type your intended url in the code. Leave the word url as-is. The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the desired URL to your Naylor account executive.

10. Publish or export .SWF file for Flash Player 10 or higher and ActionScript 3.0