SEIA Solar Energy Industries Association®

Digital Advertising Opportunities

Showcase your company's brand across SEIA's portfolio of online offerings.

Weekly Array
Newsletter Advertising

Deliver your message
to ~20,000 solar professionals weekly

Limited ad space
makes each position exclusive

Direct visitors
to the landing page of your choice

MONTHLY AVERAGE METRICS

19,053	99.77%	6,010	23.23%	6.00%	1,141
Total emails sent	Delivery rate	Total HTML opens	HTML open rate	Click through rate	Total click throughs

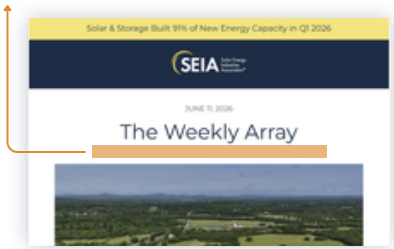
Presenting Sponsor

$18,000 12 months

$9,000 6 months

- Top page listing with hyperlink
- Ability to provide advertorial placed at bottom of newsletter

PRESENTED BY: [YOUR COMPANY NAME HERE]



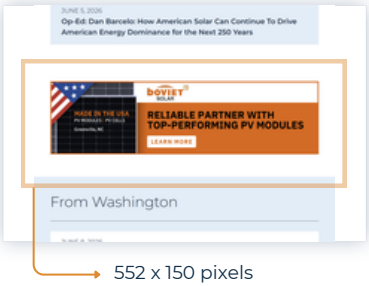
Full-Width Banner

$22,000 12 months

$12,000 6 months

$6,500 3 months

$2,500 Monthly



552 x 150 pixels

Let's chat!

sponsorship@seia.org | (202) 682-0556

SEIA Solar Energy Industries Association®

Website Advertising

Present your brand to a **mass audience** visiting high traffic web pages on SEIA's website.

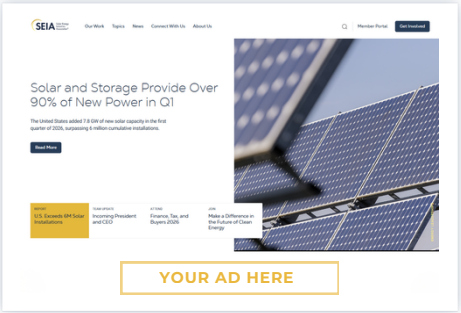
Banner Advertising

$15,000
12 months

$8,500
6 months

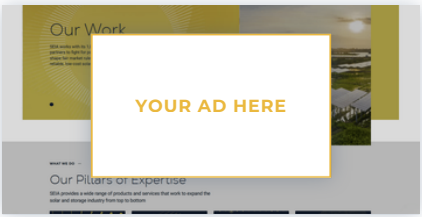
- Limited ad space – Only (4) packages available
- Static banner ad placement **on top 10 visited web pages** that average 28.5k views and 22.5k active users over 6 months
- Direct visitors to **(5) SEIA.org landing pages** of your choice
- Option to rotate creative

Premium header placement at top of page.



***NEW* Pop-Up** Advertising

PREMIUM

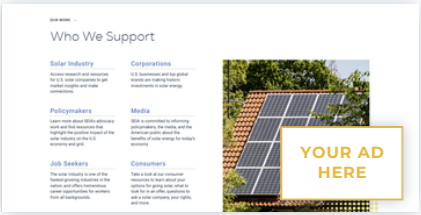


$7,500
12 months

$5,000
6 months

- Limited ad space – Only 3 slots available
- **(1) Premium single ad placement** on any SEIA.org web page excluding home page and top reports
- No competing pop-up ads on the same page
- Option to rotate creative

BASIC



$5,000
12 months

$2,500
6 months

- Limited ad space – Only 3 slots available
- **(3) Ad placements** on any SEIA.org web page excluding top reports
- No competing pop-up ads on the same page
- Option to rotate creative

SEIA does not provide UTM tracking but can accept from sponsor upon implementation. Page views and other stats will be provided.

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Webinar Sponsorship

75+ participants
per webinar on average

250+ participants
for high interest topics

Archived for members
https://learn.seia.org/

Sponsorship Opportunities

- **Registrant list** including the registrants' name, job title and company provided in advance of the webinar and after the webinar is complete
- SEIA to send **1 dedicated email** promoting webinar
- SEIA to **post 2 times** on social media
- Inclusion on SEIA's **weekly newsletter** for at least 3 weeks
- Prominently listed on SEIA's Events & Education webpage (seia.org/events)
- Logo included on presentation slide deck
- Sponsor may submit content to be included on the post-webinar thank you note. This note may include links to relevant information on sponsor's website and contact information for a sponsor's team member. This email will be distributed to all webinar registrants.

$5,000
Basic
Members

$3,500
Kilowatt / Kilowatt+
Members

$4,500
Watt
Members

$3,000
Megawatt
Members

$2,000
Terawatt
Members

Position your company as a trusted industry voice with SEIA Webinars.
Please fill out the **proposal form** at least 8–10 weeks before the proposed webinar.
Email any questions to events@seia.org.

SEIA'S WEBINAR POLICY

- Approval of a webinar concept is at the sole discretion of SEIA, and SEIA is not obligated to provide reasoning for rejecting a webinar concept.
- All webinars must be educational and informative in nature as determined by SEIA. All webinars must provide value to SEIA membership as determined by SEIA staff.
- Webinars cannot be a sales pitch for a company's products or services.
- If accepted, SEIA reserves the right to modify the proposal concept, including expanding or narrowing the topic, adding or removing speakers, changing the proposed date & time, etc.
- Registrant contact information will not be provided.
- All registrants will receive a copy of the archived webinar presentation and recording.
- SEIA does not guarantee attendance values or audience participation.

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Sponsor Good Energy

Connect with industry leaders through the power of podcasting.

Dive into the world of solar power with the official video podcast of the Solar Energy Industries Association.

From in-depth interviews with industry leaders to insightful discussions on the rapid growth of solar and storage in the United States, Good Energy positions you and your brand at the heartbeat of the industry.

150,000 views
on podcast clips across SEIA's socials in 2025

180,000 video reach
on SEIA-owned channels

PAST GUESTS

- **Executives** at SEIA member companies
- **Key solar advocates** from both sides of the political aisle
- **Member of Congress**

TOP LISTENING STATES

California | Texas | Washington, DC | Illinois | New York | Virginia | Maryland | Massachussetts

SEASON 2 TOPICS

- Affordability
- Energy Storage
- Manufacturing
- Additional Key Industry Issues

Let's chat!

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SEIA Solar Energy Industries Association®

Sponsorship Opportunities

*SEIA sponsorship packages are flexible and tailored to your goals. Email us at **sponsorship@seia.org** to discuss bundle options and pricing — SEIA Member discounts apply.*

Partner on an Episode

Feature a representative of your team on an episode. SEIA will handle hosting, production, editing, and promotion.

Shape the Discussion

Choose an episode topic that aligns with your brand and priorities (subject to SEIA approval to ensure relevance and alignment with our audience).

Deliver Your Message

Play a prerecorded audio advertisement directly to engaged, industry-focused listeners. Flat-rate ad placements are available across select episodes.

Long-Lasting Brand Impact

Elevated Logo Placement

Your logo will be featured on:

- Video recordings promoted on SEIA-owned channels
- SEIA's Weekly Array newsletter with 18,500 subscribers and open rates at 20%.

Powered by You

"Powered by: Your Company's Name" will be listed as the subtitle in the description of a sponsored episode.

Evergreen, On-demand Exposure

Episodes will be archived on SEIA's website (seia.org/podcast) and provided to you for distribution within your network.

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Solar 101 Program
Sponsorship

Become an Industry Thought Leader

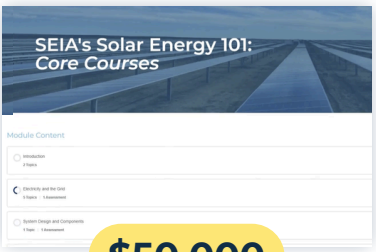
SEIA's Solar 101 Program offers nearly **thirty 5-10 lessons** that contain valuable expert insight into topics across the solar and storage industry. With **~1,500 unique visitors** per month, you can increase your brand awareness among industry professionals.

CORE COURSE TOPICS

- Electricity & the Grid
- System Design & Components
- Market Segmentation & Trends
- Federal & State Policy
- Trade & Manufacturing
- Workforce Development

Sponsored Content Benefits Package

- Your video content included in our **Core Courses** packages.
- **Designated border** identifying your company as a content sponsors.
- Your company's logo included in dedicated email promotions for the Solar 101 Program.
- **(1) Speaking opportunity** at a designated in-person Solar 101 event - Includes (2) Free Registrations
- **(5) Complementary** Solar 101 Program user passes for your company



$50,000

For more information about Solar 101, visit learn.seia.org/solar-101.

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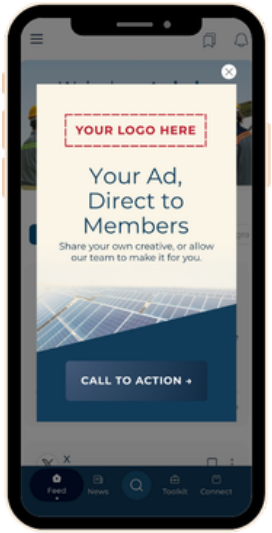
SEIA Solar Energy Industries Association®

Individual Add-on Opportunities

Discuss add-on opportunities, including placement in the SEIA Mobile App and Sphere Online Member Community, with our **Director of Sponsorship, Tim Momyer**, at sponsorship@seia.org.

SEIA Mobile App Advertising



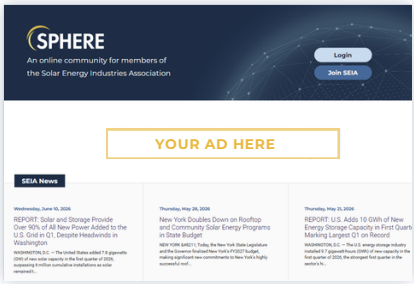
$3,000
12 months

$1,500
6 months

- Present your brand to a focused audience of SEIA members on our mobile app
- Premium pop-up placement
- Direct visitors to the landing page of your choice

Sphere Advertising

Premium header placement
at top of page.



$14,000
12 months

$7,500
6 months

$4,000
3 months

- Present your brand to a focused audience of SEIA members on our membership engagement platform
- Limited ad space – Only **5 packages** available
- Rotating banner ad placement **on ALL Sphere web pages** at the top section of the site
- The Sphere averages **1,500 – 2,000 users** per month and **21,000 pageviews** per month
- Direct visitors to the landing page of your choice