



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

Total emails sent

99.77%

Delivery rate

6,010

Total HTML opens

23.23%

HTML open rate

6.00%

Click through rate

1,141

Total click throughs

Presenting Sponsor

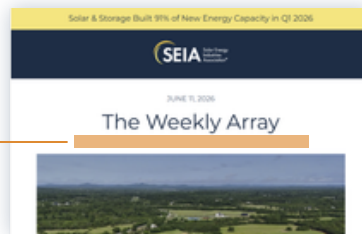
\$18,000 **\$9,000**

12 months

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 **\$12,000**

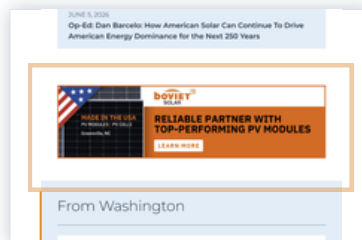
12 months

6 months

\$6,500 **\$2,500**

3 months

Monthly



552 x 150 pixels

Let's chat!

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



Website Advertising

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

Banner Advertising

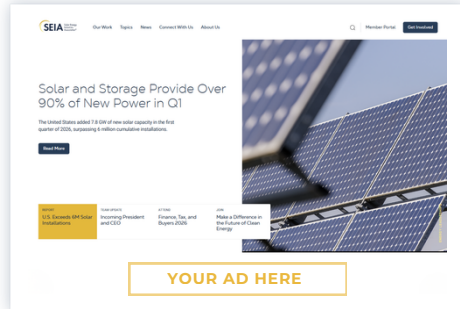
\$15,000 **\$8,500**

12 months

6 months

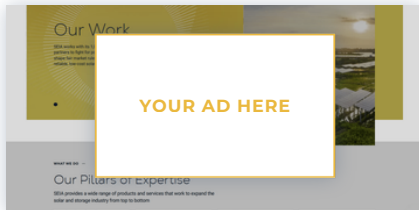
- Limited ad space – Only (4) packages available
- Static banner ad placement **on top 10 visited web pages** that average 7,500 page views per month 90,000 yearly page views
- Direct visitors to **(5) SEIA.org landing pages** of your choice
- Option to rotate creative

Premium header placement at top of page.



NEW Pop-Up Advertising

PREMIUM



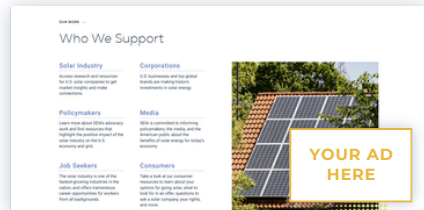
\$7,500 **\$5,000**

12 months

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 **\$2,500**

12 months

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.

Let's chat!

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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 Massachusetts

SEASON 2 TOPICS

Affordability

Energy Storage

Manufacturing

Additional Key Industry Issues

Let's chat!

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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.

Let's chat!

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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

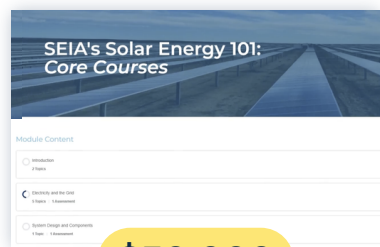


Workforce
Development



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.

Let's chat!

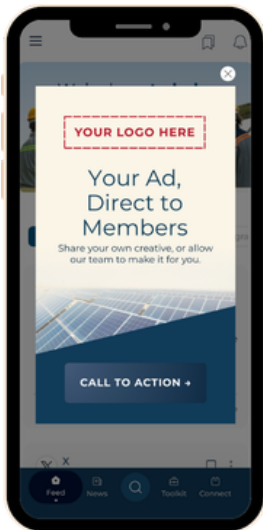
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Individual Add-on Opportunities

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

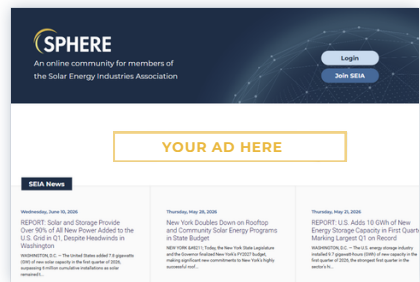
\$1,500

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

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