

# SPHERE ADVERTISING

Showcase Your Company's Brand on The Sphere Reaching  
Key Decision Makers in The Solar Industry

## BENEFITS OF BANNER ADVERTISING

- 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 website landing page of your choice

## LEADERBOARD

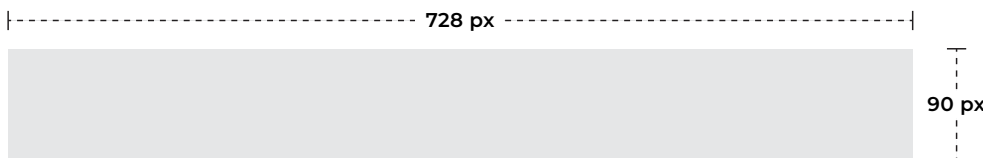
SIZE:  
**728 X 90 PIXELS WIDE**

**\$4,000**  
FOR 3 MONTHS

**\$7,500**  
FOR 6 MONTHS

**\$14,000**  
FOR 12 MONTHS

## LEADERBOARD BANNER AD.



**Premium** header  
placement at top of page.



Averages **7,500** page  
views per month.



Averages **4,750** website  
entrances per month.



# WEBINAR SPONSORSHIP

SEIA webinars provide educational opportunities to our valued SEIA membership and beyond. SEIA webinar attendance averages 75+ participants per webinar. For topics that are of the highest interest to our community, webinar registration averages 250+ participants. The more relevant your topic is to the SEIA community, the more participants you can expect. All webinars are archived for SEIA members who are unable to participate live.

## SPONSORSHIP OPPORTUNITIES

Sponsorship of SEIA webinars is Benefits available exclusively to SEIA members at the tiered pricing below. Webinar sponsorship helps SEIA recuperate the costs of our team's staff time in preparing for and implementing sponsored webinars.

<b>\$ \$5,000</b>	<b>\$ \$4,500</b>	<b>\$ \$3,500</b>	<b>\$ \$3,000</b>	<b>\$ \$2,000</b>
for <b>Basic</b> Members	for <b>Watt</b> Members	for <b>KW &amp; KW+</b> Watt Members	for <b>MW</b> Watt Members	for <b>TW</b> Watt Members

## BENEFITS

- ◆ 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 <https://www.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

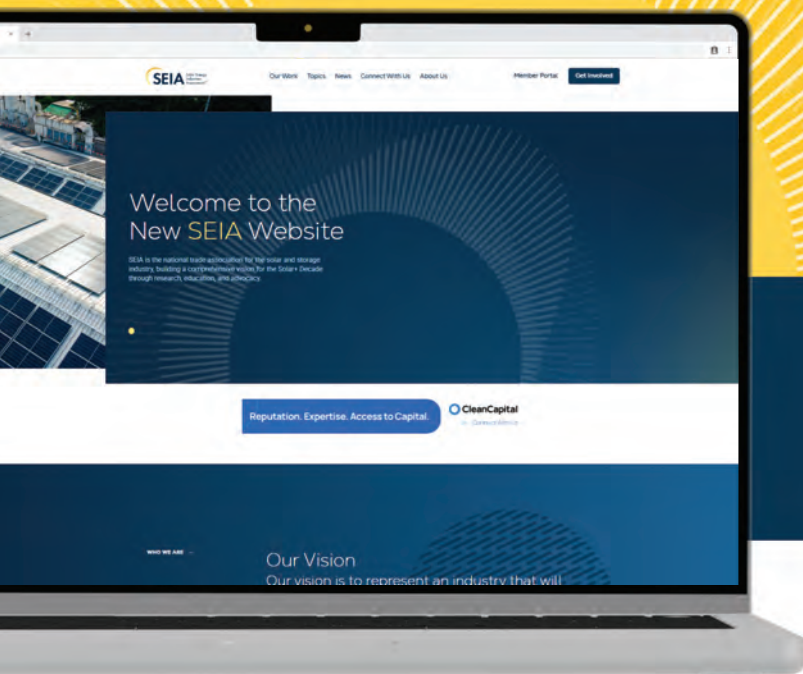
## SEIA'S WEBINAR POLICY

- ◆ 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 presentation slide deck and the webinar video recording
- ◆ SEIA does not guarantee attendance values or audience participation

## PROPOSAL

Please fill out the linked form below at least **8 - 10 weeks** before the proposed webinar. Email any questions to [events@seia.org](mailto:events@seia.org).

[Click Here](#) 



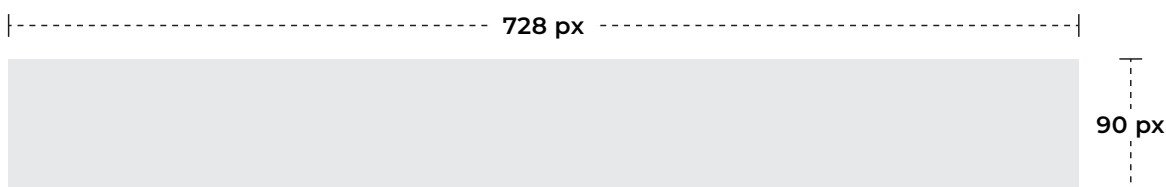
# WEBSITE BANNER ADVERTISING

Showcase Your Company's Brand to  
**Key Decision Makers** in the Solar Industry

## BENEFITS OF BANNER

- ◆ Present your brand to a focused audience of solar industry professionals visiting high traffic web pages on SEIA's website.
- ◆ Limited ad space – Only 4 packages available.
- ◆ Static banner ad placement on 12 dedicated web pages that average 7,500 pageviews per month 90,000 yearly page views.
- ◆ Direct visitors to the website landing page of your choice.

## LEADERBOARD BANNER AD



**Premium** header placement at top of page.



Averages **7,500** pageviews per month.



Averages **4,750** website entrances per month.

**PACKAGE PRICE: \$15,000 FOR 12 MONTHS, \$8,500 FOR 6**

**Actual Banner Ad Size - 728 X 90px**



**WEBSITE BANNER ADVERTISING**  
Leaderboard Banner Ad  
membership@seia.org



# WEEKLY ARRAY NEWSLETTER ADVERTISING

Showcase Your Company's Brand to Key  
Decision Makers in The Solar Industry

**PRESENTED BY:** YOUR COMPANY NAME HERE | BOVIET SOLAR EX.



**BOVIET SOLAR** <sup>12</sup>

**LEARN MORE**

**RELIABLE PARTNER WITH  
TOP-PERFORMING PV MODULES**

**PVEL** member of group **kiwa**  
Top Performing PV Modules

**BloombergNEF**  
Tier 1 Module Manufacturer

## BENEFITS OF ADVERTISING IN THE WEEKLY ARRAY

- Deliver your message to approximately 20,000 solar professionals weekly.
- Limited ad space makes each position exclusive.
- Direct visitors to the website landing page of your choice.



**SEIA's Official  
Podcast**

Connecting you with the  
heartbeat of the solar industry.

**Good Energy**  
Streaming Now

**Good Energy**  
Episode 01



## METRIC

## MONTHLY AVERAGE

Totals Emails Sent	19,053
Delivery Rate %	99.77%
Total HTML Opens	6,010
HTML Open Rate %	23.23%
Click Through Rate %	6.00%
Total Click Throughs	1,141



## Follow SEIA on Instagram

Telling the **#solarstory** through pictures

**@solarindustry**

### PRESENTING SPONSORSHIP

**12 MONTHS: \$18,000**

**6 MONTHS: \$9,000**

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

### FULL WIDTH BANNER 552 X 150 PIXELS

**\$22,000**  
12 MONTHS

**\$12,000**  
6 MONTHS

**\$6,500**  
3 MONTHS

**\$2,500**  
MONTHLY