

2025 MEDIA GUIDE

The premier media outlet for
the U.S. solar market with
the largest solar installer,
contractor and developer
audience in the industry.

Solar
Power World
Technology • Development • Installation

www.solarpowerworldonline.com

WTWH
Media LLC



SOLAR POWER WORLD NETWORK

Solar Power World reaches executives, managers, engineers, installers and technical professionals involved in the design, manufacturing, development and installation of solar power projects.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

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Contact Us ➤

SOLAR POWER WORLD NETWORK AUDIENCE

WEBSITE

245,350+
PAGE VIEWS

The Solar Power World Network logs over 119,100 monthly users and over 245,350+ pageviews.

WEEKLY NEWSLETTER

39,500 Subscribers

Digital circulation reaches over 39,500 online subscribers with mobile optimized content.

SOCIAL

607,450+
FOLLOWERS

Over 607,450+ Social followers across all platforms. The Solar Power World network has a highly-engaged social media audience.



PUBLICATION

10,000 SOLAR
PROFESSIONALS

Solar Power World readership of 10,000 in print and digital consists of a cross section of personnel from power purchasers, utilities, inverter manufacturers, panel manufacturers, equipment manufacturers, installation teams, policy makers and finance professionals.

SURROUNDING SOLAR PROFESSIONALS

with information on their terms

Founding Principles

- Media consumption has forever changed and continues to evolve.
- Marketers must have ROI to justify marketing investments.

AUDIENCE REACH

Magazine Published 6X per Year

- 10,000 print + digital edition subscribers

Weekly Newsletter

- 39,500 digital subscribers

Monthly Website Traffic

- 245,350+ monthly pageviews
- 119,100+ monthly users

Social Media Audience in Industry –

Total Social Reach: 607,450+

- Facebook
- X
- Instagram
- LinkedIn
- YouTube



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250

\$70/CPM – Min 10K impressions per month.

- 970x250 – **\$90/CPM**

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

Contact your representative for more details.

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50

File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.



300x600



728x90



300x250



970x250



300x1000
Wallpaper Ad



640x480
Prestitial Ad - Desktop



300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Solar Power World Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

\$150/CPM

FILE TYPES

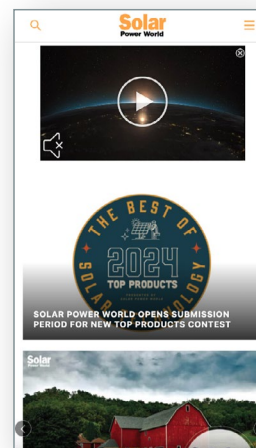
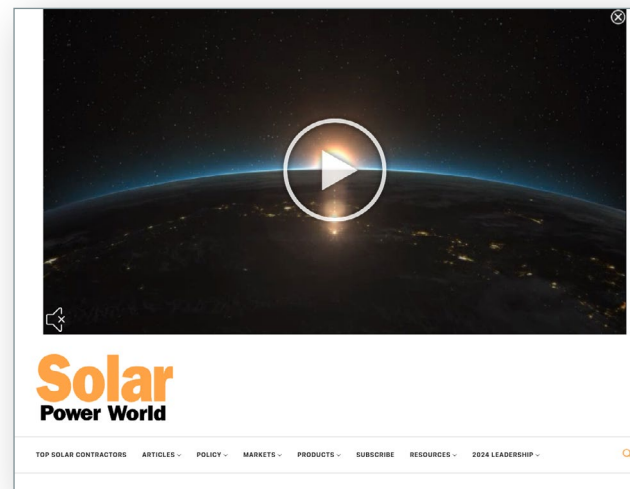
IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 4MB*.
- Resolution
 - 720p or 1080p
- Frame Rate
 - 24-30 fps
- Bitrate
 - Mobile Web: 800Kbps to 5000 Kbps
 - Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

\$150/CPM

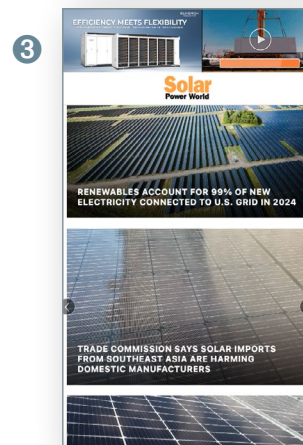
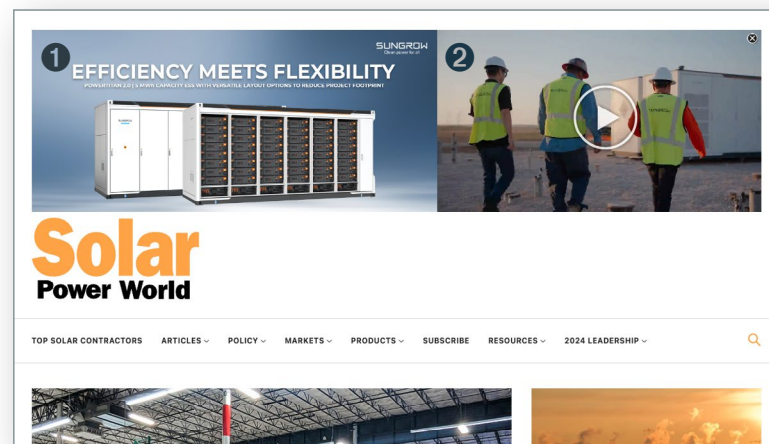
FILE TYPES

IMAGES

- Media Types
 - Image URL, GIF, JPG, BMP, PNG
- File Size
 - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
 - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

First-Party Audience Targeting

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

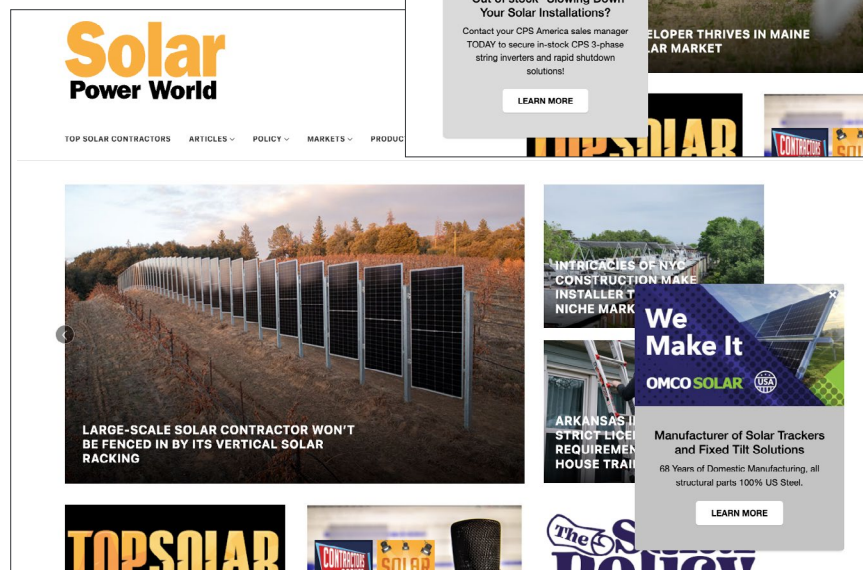
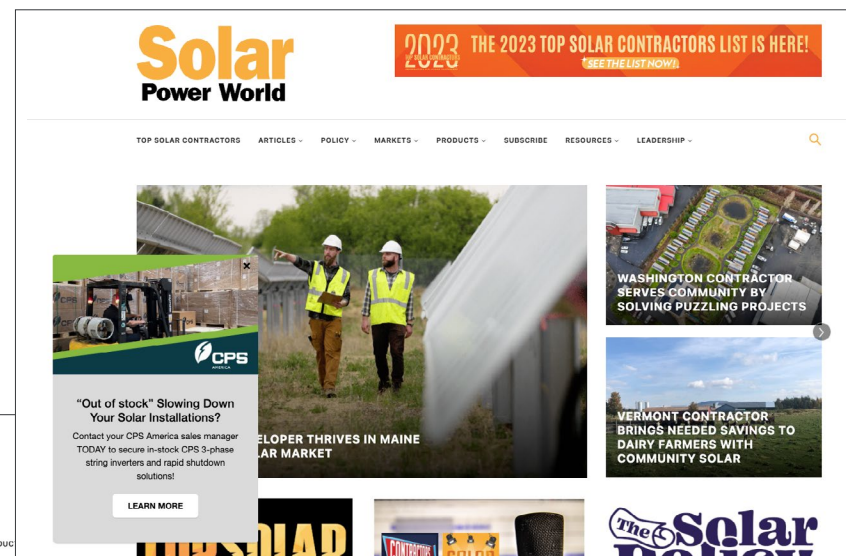
CONTENT AFFINITY TARGETING

- Target by content affinities across the Solar Power World network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for more information and package pricing.

Online Ad Specifications:

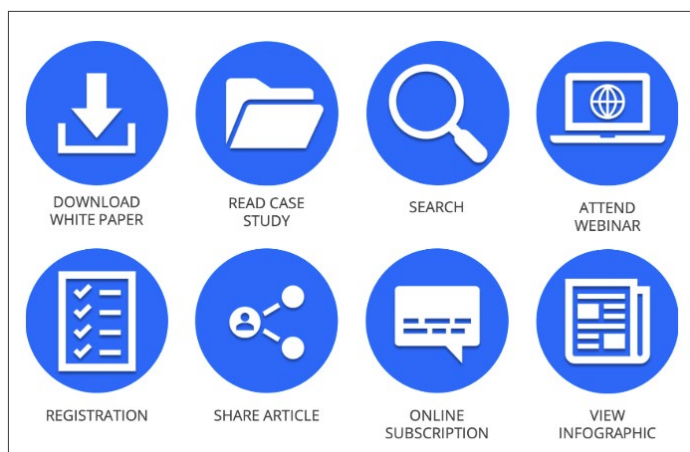
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL



Audience Extension

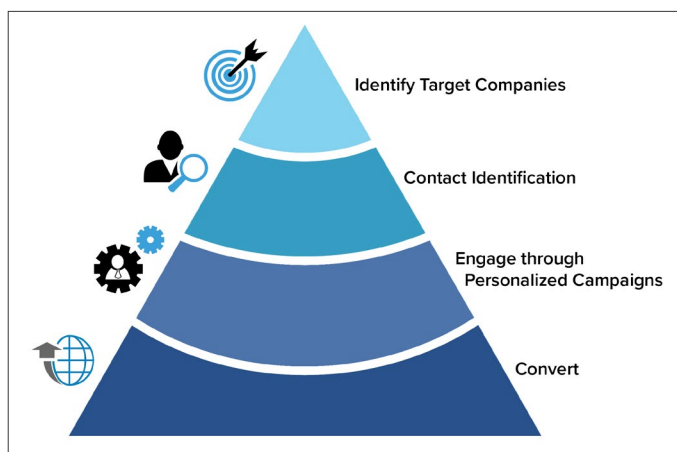
Intent-Based Marketing | Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.



INTENT-BASED MARKETING

- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.



ACCOUNT-BASED MARKETING

- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Specifications:

- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

Remarketing / Retargeting Campaigns

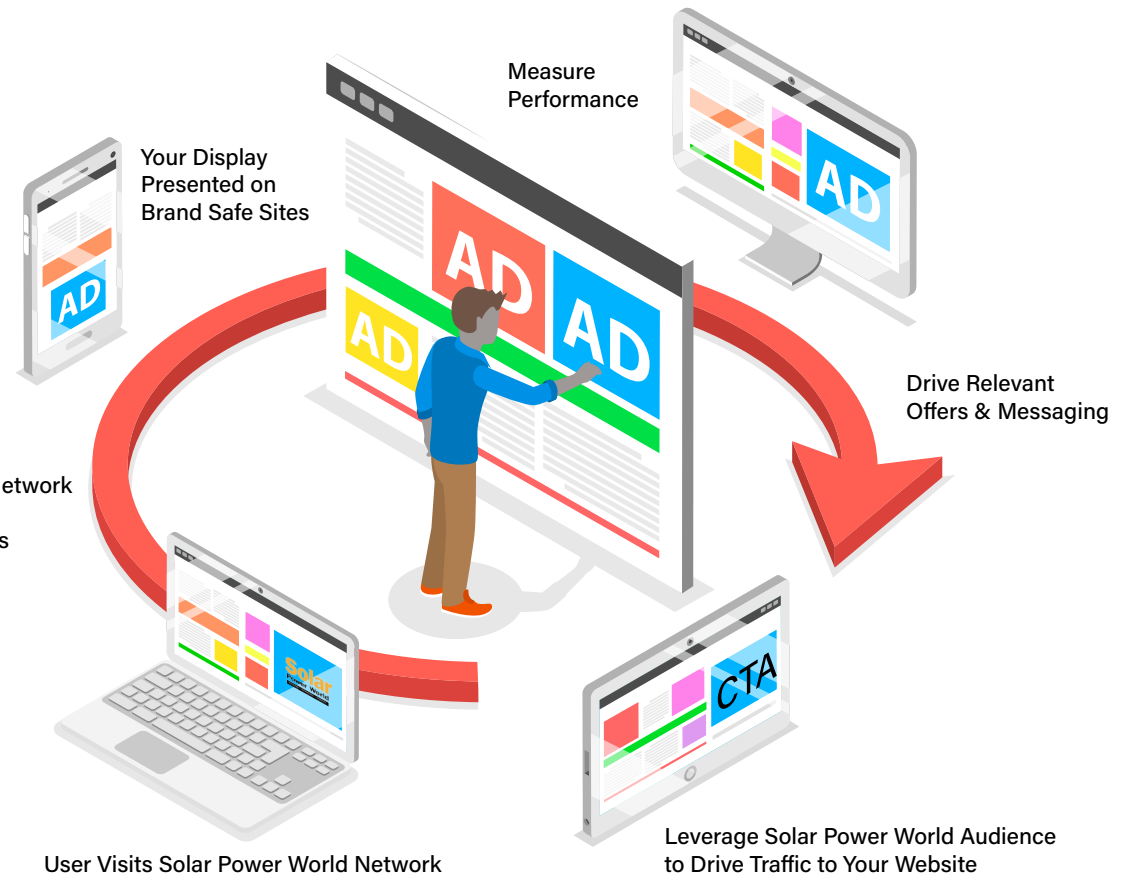
Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting (also known as *behavioral remarketing*) is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the Solar Power World network to retarget key segment audiences.

Solar Power World offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any Solar Power World network website.

Pricing based on CPM volume and custom ROI programs



RETARGETING REQUIREMENTS:

- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi

Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Solar Power World uses the latest in marketing automation, lead and profile management software to ensure all Enews delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

SINGLE AD SPECS:

Leaderboard ad (728x90) + URL

Box ad (300x250) + URL

Text ad:

- Image: 450x255 static jpg or gif file
- Title: 5-10 words
- Copy: 35-40 words
- Call to Action (3 to 5 Words) + URL

E-NEWSLETTER EXCLUSIVE:

As an exclusive e-newsletter advertiser you will have placements in all 5 ad spots (728x90, 300x250 & 3 text ads). Plus, please provide your logo & linking URL. Note that editorial content may contain stories about other advertisers.

SOLAR POWER WORLD ENEWSLETTER:

Topics cycle weekly among inverter, racking & mounting, solar panel, energy storage, and software topics.

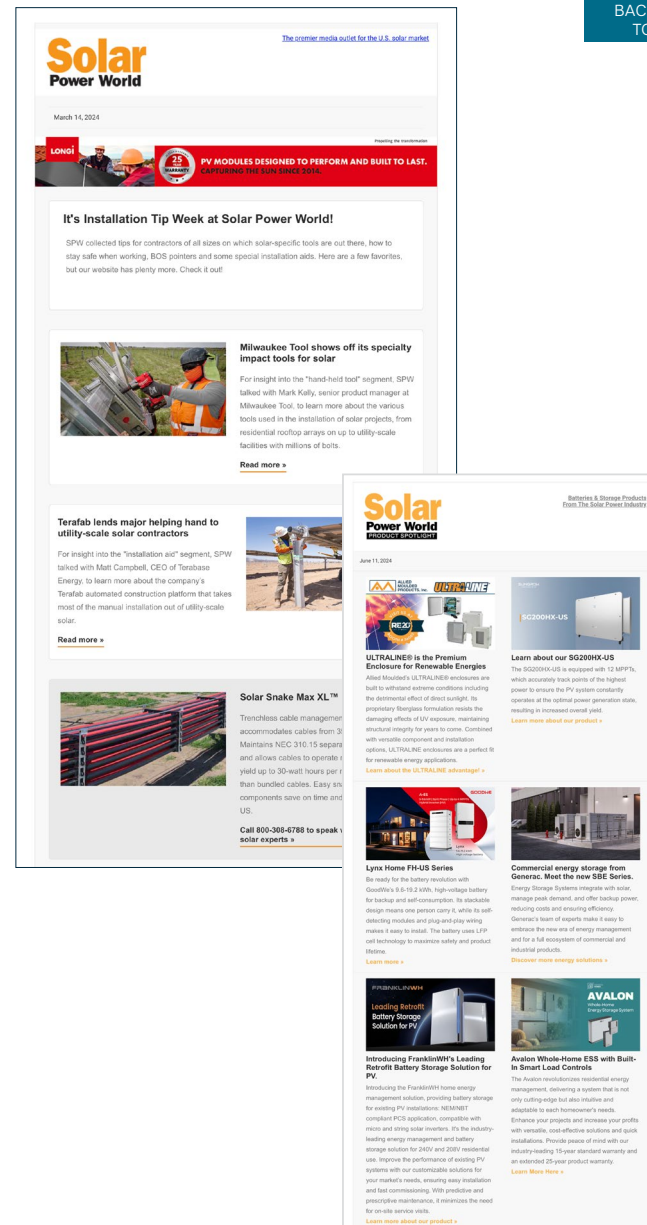
Frequency: 1X Week Reach: 39,500 Exclusive Sponsorship: \$3,600 Single Text Ad: \$1,250

PRODUCT SPOTLIGHT ENEWSLETTER (LEAD GENERATION INCLUDED):

There are 6 placements available on editorial subscribed mobile-optimized enewsletters. Each placement includes: headline, 450x255 (72DPI) static image, copy of 35-40 words and URL.

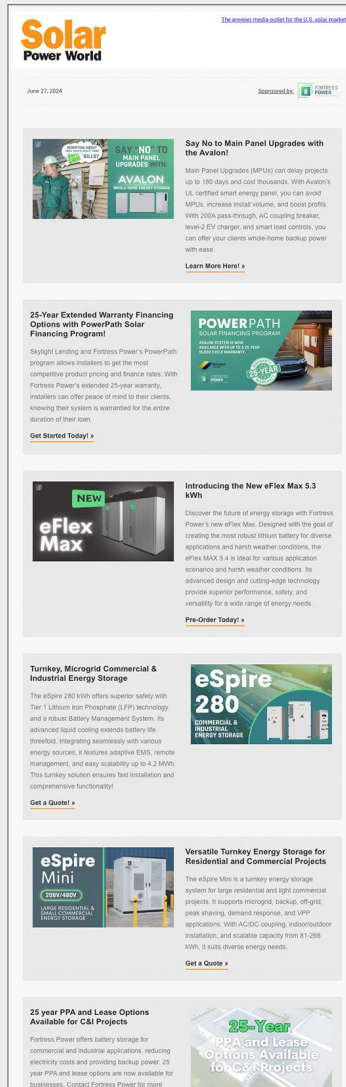
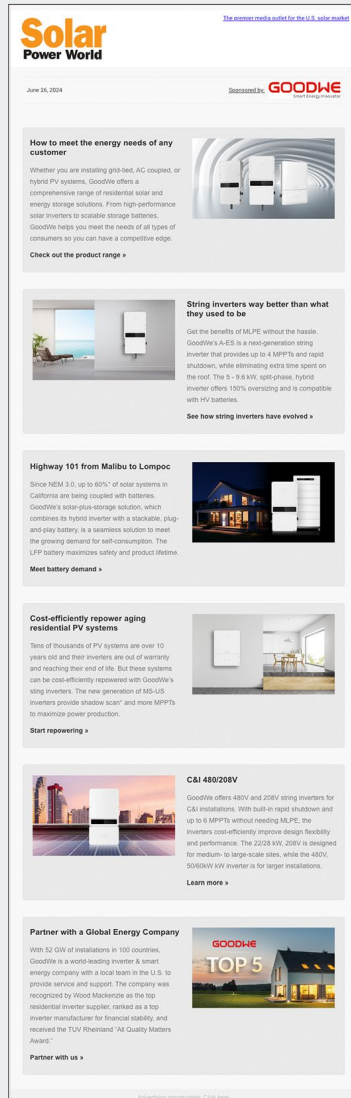
Frequency: Monthly Reach: 39,500 Exclusive Sponsorship: \$3,600 Single Text Ad: \$1,250

- January: Energy Storage
- February: Racking & Mounting Systems
- March: Design Software
- April: Inverters
- May: Performance Monitoring
- June: EV Software & Connectivity
- July: PV Modules
- August: Energy Storage
- September: Design Software
- October: Racking & Mounting Systems
- November: Inverters



CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



Solar Power World uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (35-40 words)
 - CTA text (3-5 Words)
 - URL
- 1 featured Video (optional) which includes:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- **\$450/CPM**

Partner Promotion

Your HTML, **our audience.**

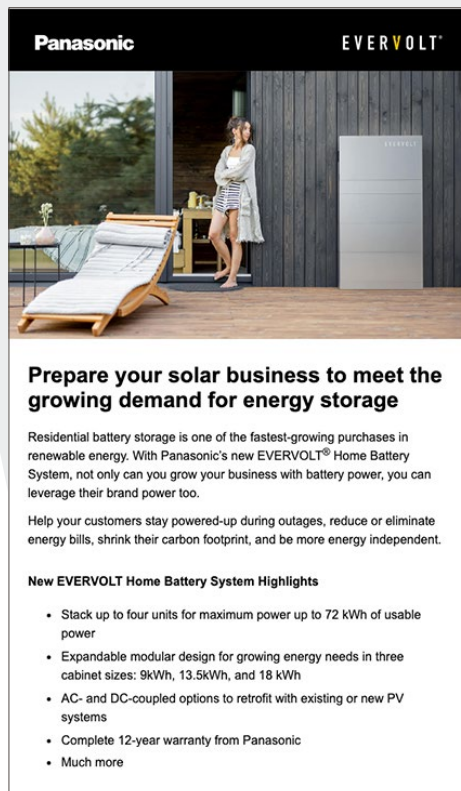
SPONSOR HTML

Solar Power World offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

IMPORTANT! Solar Power World uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Solar Power World acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



Panasonic **EVERVOLT**

Prepare your solar business to meet the growing demand for energy storage

Residential battery storage is one of the fastest-growing purchases in renewable energy. With Panasonic's new EVERVOLT® Home Battery System, not only can you grow your business with battery power, you can leverage their brand power too.

Help your customers stay powered-up during outages, reduce or eliminate energy bills, shrink their carbon footprint, and be more energy independent.

New EVERVOLT Home Battery System Highlights

- Stack up to four units for maximum power up to 72 kWh of usable power
- Expandable modular design for growing energy needs in three cabinet sizes: 9kWh, 13.5kWh, and 18 kWh
- AC- and DC-coupled options to retrofit with existing or new PV systems
- Complete 12-year warranty from Panasonic
- Much more

SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
 - The html file should be a max width of 650 pixels
 - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
 - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
 - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTW Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.

Partner Promotion

Our template, **your message.**

SINGLE OFFER TEMPLATE

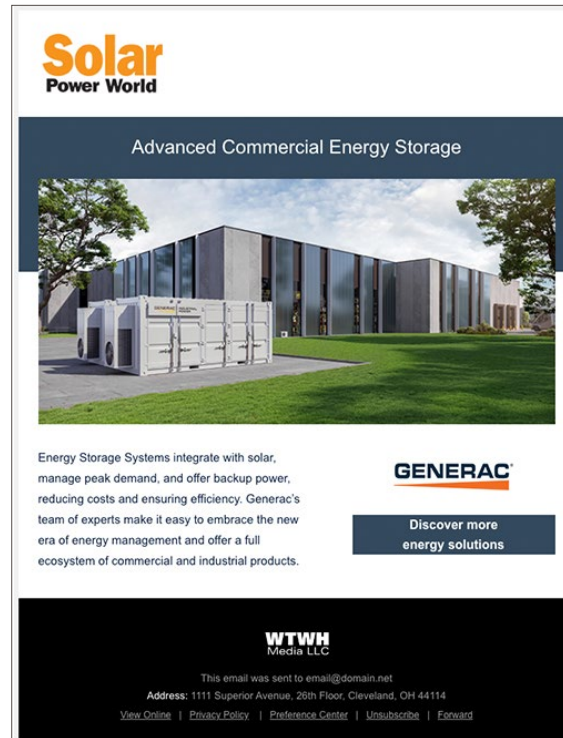
Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB



Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country

SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION:

Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of our editorial websites.

CUSTOM NATIVE CONTENT PROGRAM

- Dedicated content page featuring all articles
- All content is provided by advertiser (articles, images and links)
- Content appears on the brand website home page
- Featured in brand e-newsletter
- Brand social media promotion
- Content is archived

Cost: Contact your sales representative for details

SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as "Sponsored Content"
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

Cost: \$4,500/month

SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
 - Headline
 - Sub-headline (Optional)
 - Body Copy – 900 words or less; include URLs
 - Supporting images (Optional) – up to 500px wide
 - Author information – Name & Title

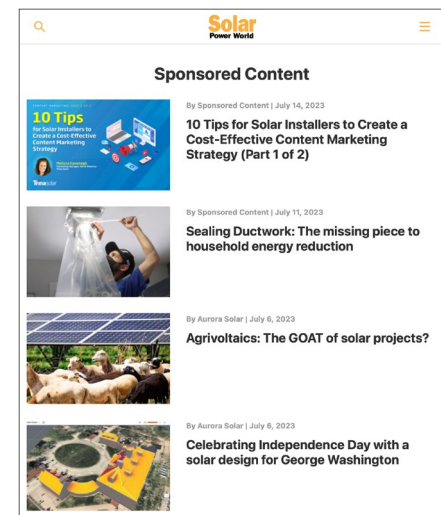
We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.

Custom Native Programs



Sponsored Content



Solar Power World Podcasts

Listen to Solar Power World podcast episodes on your favorite podcast app, including Apple, Google, Spotify and more.



SOLAR SPOTLIGHT

100% sponsored podcast opportunity. Five-question interview with an executive or technical team member. In addition to the podcast, the interview is transcribed into a full-page advertorial in a Solar Power World issue.

Package includes:

- Podcast interview with SPW editorial team converted into full-page advertorial feature in an issue of SPW
- Podcast Spotlight distribution via custom e-blast to SPW Audience
- Company product feature promoted in SPW editorial e-newsletter
- Social media promotion on SPW channels

Total Investment: \$5,650

Solar Spotlight: Playing the long game in domestic solar panel manufacturing

By Billy Lutz | August 13, 2024



Trina Solar US, the domestic arm of the global PV module manufacturer, is ramping up production in the United States. On this episode of Solar Spotlight, Adam Macaluso, national accounts manager for U.S. channel business at Trina Solar, shares an update on Trina's U.S. manufacturing footprint, as well as the company's near future plans.

A written portion of this podcast is below but be sure to listen to the full episode on your preferred podcast service.



Contractor's Corner by Solar Power World - Solar Spotlight: Playing the long game in domestic solar panel manufacturing

SPW: What is new with Trina Solar US?

Adam Macaluso: We have been around for 27 years, which I believe makes us the oldest and largest manufacturer out there. Last year, when we tallied it all up, it puts us at 205-GW module shipments shipped around the world for various branches. We've been in the U.S. since about 2009 and we have over 100 employees today when we started off with probably about a dozen or so, and we have just been growing and achieving so much. We have all these fantastic new team members. Things have been going very, very well for us as of late — a lot of new growth, a lot of new friendly faces here in the United States.



Adam Macaluso,
National Accounts
Manager for Trina Solar
US

Specifically, the biggest thing that we have going is our new factory. It's in Wilmer, Texas. It is a 5-GW facility that will produce our new 210-mm n-type TOPCon modules, that will handle our utility modules, our commercial modules and our residential modules all at the same time. It's about 1.35 million ft² — huge facility, 24 football fields large — going to supply all of our modules to the U.S. market starting next year, and when it's running up at full tilt, about 1,500 direct full-time jobs.

Solar Spotlight: Using energy load management to avoid service upgrades

By Billy Lutz | August 20, 2024



The American power grid is electrifying through renewable energy proliferation, and homeowners are following suit by replacing gas powered vehicles and appliances with electric-powered options. However, certain homes are encountering the conundrum of having too high of an electrical load and not enough electrical service to back it. Savant is a recognized leader in both smart home and smart power solutions, developing solutions for balancing electrical loads in the age of in-home solar and storage. Ian Roberts, VP of sales excellence at Savant, is on this episode of Solar Spotlight to discuss the viability of energy load management.

A written portion of this podcast is below but be sure to listen to the full episode on your preferred podcast service.

SPW: For our listeners unfamiliar with your company can you tell us a little bit about Savant and what you do?

Savant is a smart home brand that's been around for about 20 years. We started in 2005 really looking to create an intuitive experience for every homeowner for all their technology within the home. Our background comes from telecom and revolutionizing soft switching in that industry. Our expertise lent to standardizing the practices in that space and becoming the leader in things like smart lighting, entertainment and other technologies in the home. More recently, we've applied that to the power in the house, pulling together all the technology that we see popping up in the market now today.



Ian Roberts, VP of sales
excellence, Savant

What products do you offer solar companies and homeowners looking to harness the power of the sun?

We have a full suite of power solutions. At its heart is our Power Storage 20, an energy storage system that scales to any size home. The key difference with other solutions that solar contractors may be using today is it's something that can address the full home's load, essentially back up the entire house. So, if there's a homeowner that wants to have a seamless operation of everything that's powered in the home, we can deliver that. We can, of course, fill a partial backup solution as well.

Webinars

Engage a captive audience and generate leads.

Solar Power World webinar series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand.

EDITORIAL WEBINARS

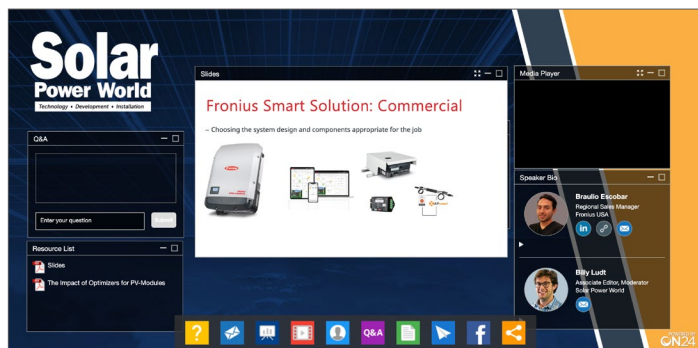
Solar Power World has developed a 2025 webinar schedule and invites solar power professionals to share their experiences and expertise to help engineers better understand technology or product related issues and challenges. Solar Power World editors will select a limited number of manufacturers to participate in each webinar.

Rate: \$5,500

CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. Solar Power World will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

Custom Webinars are based on a \$70 cost-per-registrant basis.



All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.

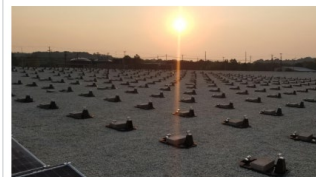
Recommendations:

- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience

Webcast

Optimizing Success: Unlocking the Power of the Right Solar Racking Partner for Commercial Solar Projects

01:00:00 Aug 17, 2023 11:30 AM EDT



Solar developers and EPCs are constantly searching for ways to streamline the project process and maximize the return on investment. With the right resource allo...

[Learn More](#)



Navigating NEC 690

Event by Solar Power World

Thu, Jul 27, 2023, 2:00 PM (your local time)

Online

Event link: <https://event.on24.com/track/4267176/063C8B83DEC32E0D44F83940C2094E?partnerref=US&event=>

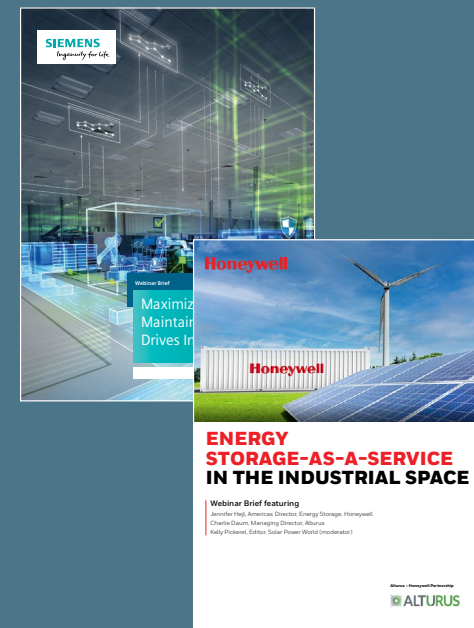
Attend Share

Emily Gilgore and 13 other attendees

WEBINAR TO CONTENT

E-BOOK / BRIEF / WHITE PAPER

Take advantage of this new opportunity and have unlimited reach to your audience



Contact your sales representative for more information and package pricing.



**STRATEGY.
AMPLIFICATION.
PERFORMANCE.**

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice

Fold outs, Supplements,
Featurettes, Special Sections

Branded Industry Thought Leadership

White Papers, Ebooks,
Case Studies

Branded Engagement

Blog Posts, Social Media
Posts, Press Releases

Branded Videos

Explainer Videos,
Product Demonstrations,
Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Content Development

Print Content | End-to-end project management content creation, design & layout



VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: \$4,500



VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: \$6,250



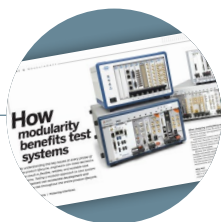
TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$8,500



FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$9,400



FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: \$11,000



EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: \$19,000

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: \$1,000



VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: \$3,250



VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Views brand
- High resolution PDF copy for distribution
- Views program: \$3,250



CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: \$5,500



E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: \$5,500



EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: \$6,500



LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: \$7,500



WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: \$7,500

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: \$1,600



SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$1,600



WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: \$3,000



THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: \$9,500



WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: \$6,500



WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: \$8,500



SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: \$19,000

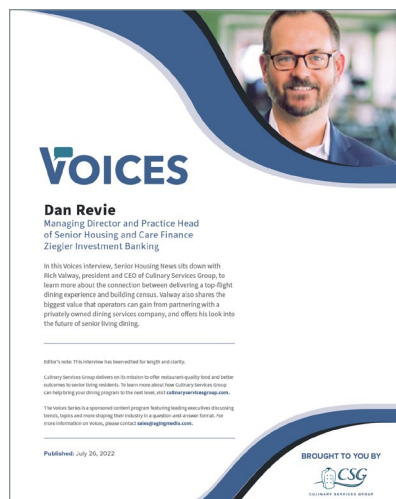
VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on WTWH website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand
- Voices Program Rate: \$3,250



VIEWS



WTWH VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.



WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request
- Views Program Rate: \$3,250

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Print	2025 Solar Trends 12/17/24		The Installation Issue 2/4/25		O&M + Asset Management 4/1/25		Top Solar Contractors 6/2/25		RE+ 7/15/25		Top Products 9/30/25	
Additional Feature	Future of Energy Storage		Resident Solar Policy, Solar Sales & Marketing Best Practices		Large-Scale Solar Policy & Balance of Systems		Case Studies		Solar Design & Software Breakthroughs		Rising Stars	
Special Promotion	Leadership											
Show Packages		InterSolar Feb 25-27th & RE+ NorthEast Feb 11-12th	NABCEP 2025						RE+ 2025 Las Vegas			
2025 Trade Shows		InterSolar 2025	NABCEP						RE+			
Special Report		US Residential Solar Policy Report: National & Local									Rising Stars	
Content Studio		Installation Views: Focus on Racking		Installation Views: Focus on Inverters		Installation Views: Focus on Storage		Installation Views: Focus on Components				
In-person event									Top Contractors Reception			
Installer Training Days Virtual Series			Residential Solar Week		Commercial Solar Week					Large-Scale Solar Week		
Installer Roundtables		Optimizing Solar System Design with Latest Tech		How to Streamline Solar Business Operations using software & other Tools		Residential Solar Sales & Marketing Tips		Ancillary services to build out your energy business				

JANUARY

2025 Trends in Solar + Storage

Special features: Future of Energy Storage + Leadership

Bonus Distribution:

Intersolar 2025, RE+ Northeast

SPACE DEADLINE: DECEMBER 1, 2024



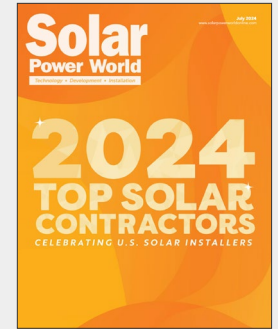
JULY

2025 Top Solar Contractors

Bonus Distribution:

Top Solar Contractors Gala

SPACE DEADLINE: JUNE 1, 2025



MARCH

The Installation Issue

Special features: Residential Solar Policy + Solar Sales & Marketing Best Practices

Bonus Distribution:

NABCEP CE

SPACE DEADLINE: FEBRUARY 1, 2025



SEPTEMBER

RE+ Exclusive Preview

Special features: Solar Design & Software Breakthroughs

Bonus Distribution: RE+ 2025

SPACE DEADLINE: AUGUST 1, 2025



MAY

O&M + Asset Management

Special features: Large-Scale Solar Policy + Balance of Systems

SPACE DEADLINE: APRIL 1, 2025



NOVEMBER

2025 Top Products

Special feature: Rising Stars

SPACE DEADLINE: OCTOBER 1, 2025



MATERIALS DUE ONE WEEK AFTER SPACE DEADLINE

ADVERTISING RATES:

Full page	1/2 V or H.....\$1,950
\$3,500	1/3 page.....\$1,675
1/2 island.....\$2,150	1/4 page.....\$1,100



Leadership in Solar Energy

Recognizing our leaders in renewable energy.

Nomination examples include leadership for a person or inventor, leadership by a specific department or overall company accomplishment.

Members of the engineering community will be required to register in order to cast votes for nominees. Participation rates are based on earned frequency and ongoing marketing programs with Solar Power World.

Contact your sales representative available categories and package pricing.

CATEGORIES:

Components

Installation

Inverters

Materials

Panel Manufacturing

Racking & Mounting

Software

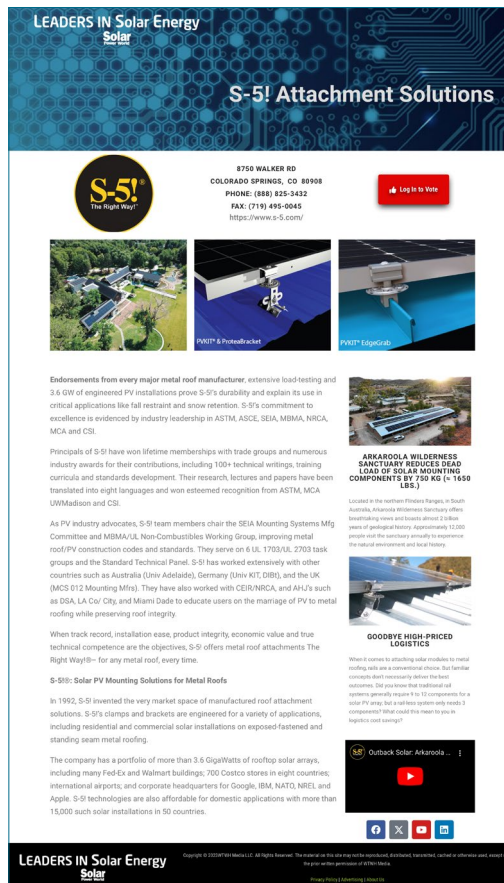
Storage Software

Storage Technologies

- Batteries

- Flywheels

- Ultra-capacitors



DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview

Headline (50 characters / 5-7 words)

Boilerplate (750 characters / 125 words)

- Why you are a leader: 250 Words (1500 characters)
- Company Logo*: 370 pixels wide and height is flexible
- 3 Featured Images*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:

Headline – 80 characters

Description – 300 characters

- PDF file – 50MB max file size
- Image* – 300 pixels wide; height is flexible

**All Images should be web ready resolution (72 DPI). File formats are: .jpg, png or .gif. Max file size 6MB each*

Digital Editions Sponsorship

Exclusive packages for lead generation, optimal placement and maximum reach.

DIGITAL EDITION PROGRAM

Customize your digital full page located next to the cover page. Use an existing print ad or customize your own page to direct customers to your offers. Your logo will also be prominent on the digital issue landing page and will be linked to your company's website.

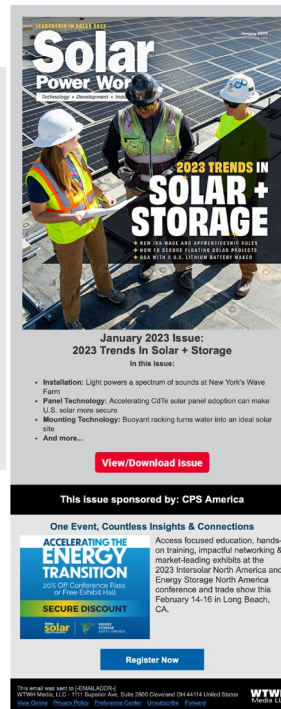
- Full page ad size: 9 x 10 7/8 in. 150 dpi PDF RGB
- Logo – minimum 200 wide
- URL to landing page

Exclusive featured offer in e-newsletter pushed to SPW Digital Edition subscribers.

- Image – 250x200
- Logo – 200 wide
- Title - 5-10 words
- Copy- 30-40 words
- URL to landing page
- Call-to-action

Featured Digital Edition promotion across entire network.

PROGRAMS STARTING AT \$3,750



Solar Power World digital issues are optimized and supported across all platforms for desktop, tablets and mobile devices.

Enhanced Supplier Pages

Build engagement, target content, and develop leads.

Solar Power World offers custom enhanced supplier pages for companies participating in year long package programs. Supplier pages are built on a flexible framework allowing for customization of content on a single page. Choose video options, add white papers, catalogs, custom URLs or white papers and your Leadership profile.


CONTENT INCLUDES:

- Category Premium Sponsorship Opportunities
- Company Logo & Description
- Features Articles / Products / PR
- Datasheets & Catalogs
- Featured Video / Multi-View Player
- Social Media Connections
- White Papers
- Site Links
- Additional Resources


Please contact your sales representative on how to get your enhanced supplier page live today.

For the most updated specifications, please visit:

marketing.wtwhmedia.com/customizable-supplier-pages-on-all-networks



Allied Moulded Products, Inc.
<http://www.alliedmoulded.com/>
 in



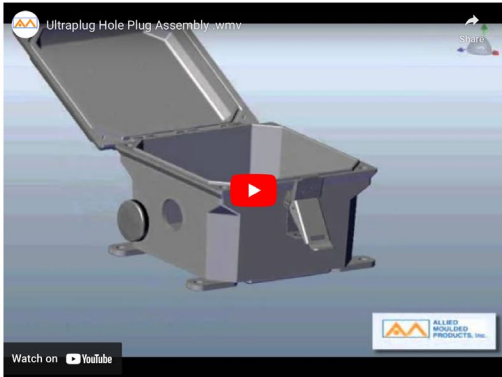
Allied Moulded Products, Inc. (Allied) is the Contractor's Choice of nonmetallic electrical boxes and enclosures in today's residential, commercial and industrial markets. Leveraging more than half-a-century of experience, Allied has grown to become the benchmark of quality within the electrical industry. Our full-service molding operation includes expertise in compression and injection molding utilizing thermoset and thermoplastic materials, as well as our unique resin transfer molding process. Utilizing a modern automated assembly process we are pleased to provide our customers with a superior product at a competitive price. Our unrelenting focus on service, delivery, value, innovation and technology in everything we make and do, has made us who we are today.


Allied's industrial enclosures can be found all over the world in many different control applications such as industrial & manufacturing plants, waste water treatment, wind turbines, security, SCADA, solar, marinas, data & telecommunications, mining, and more. Allied's extensive line of NEMA type 4X fiberglass reinforced polyester (FRP) enclosures, made with our proprietary Ultraguard® resin formulation, outperform our competitors in the areas of: yellowing, gloss retention, discoloration and change in texture. With a wide range of sizes, accessories and customizations available, Allied offers a complete solution to your industrial enclosure needs.

FEATURED ARTICLES & PRODUCTS

READ MORE >

VIDEO



Watch on  YouTube

DATA SHEETS & CATALOGS

Allied Molded Products, Inc. Residential Virtual Catalog

Allied Molded Products, Inc. Industrial Virtual Catalog

WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at ads.wtwhmedia.com.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Fonts: Embed all fonts

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

QUESTIONS

For ad production questions, please contact:

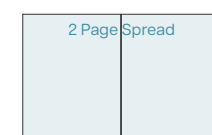
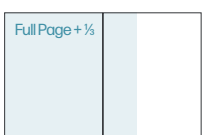
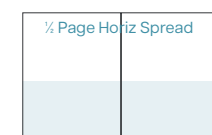
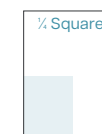
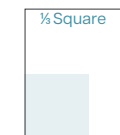
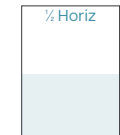
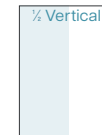
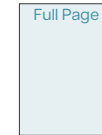
Tracy Powers, Customer Service Representative, (440) 452-3449
tpowers@wtwhmedia.com

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound

SUPPLEMENT HALF-PAGE TIP SPECS:

1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)



Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

Solar Power World manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

Increase thought leadership presence via social channels

Create & post content

Grow following & increase engagement

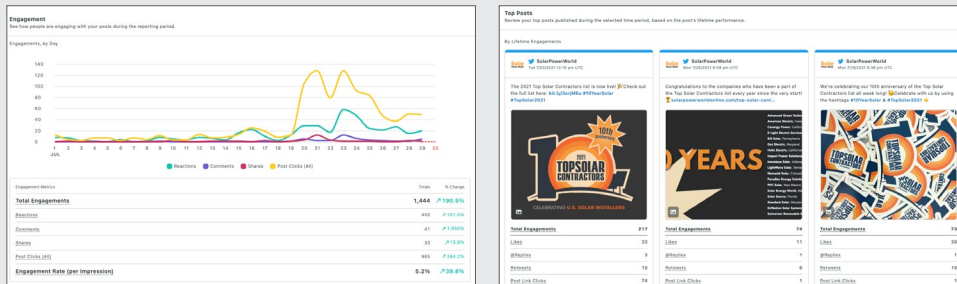
Increase social conversion to your website

SOLAR POWER WORLD OFFERS

- Dedicated Account Manager to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from \$900-\$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING

In addition to social media platform management, Solar Power World manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Solar Power World will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

• LinkedIn

Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.

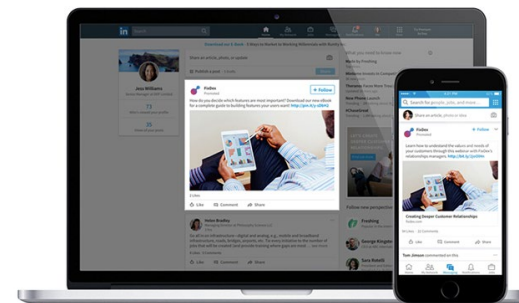
• Facebook

Target ads by geography, job title, field of study and device usage.

Investment:

Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Solar Power World's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to Solar World is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.



PPC Management: Google Ads

Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWB is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

ANALYSIS, STRATEGY & SET-UP

- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

ONGOING ACCOUNT MANAGEMENT

- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

MEASURABLE ROI & REPORTING

- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

INVESTMENT

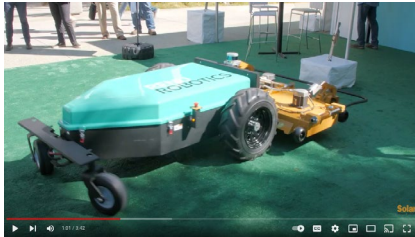
- Minimum campaign monthly campaign budget -- \$2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional \$1,700 one-time set-up fee for new account creation



Video Production Services

Full-Service HD Video Production

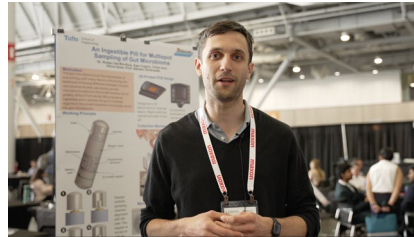
WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

Pricing based on SOW



CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

Pricing based on SOW



CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

Pricing based on SOW

www.youtube.com/SolarPowerWorldOnline

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