

AWEA



Media Planner

2012 - 2013

With more than 2,500 members and advocates, the American Wind Energy Association (AWEA) is the hub of the wind energy industry. AWEA represents wind power project developers, equipment suppliers, services providers, parts manufacturers, utilities, researchers, and others involved in the wind industry, one of the world's fastest growing energy industries.

AWEA provides up-to-date, accurate information about the domestic and international wind energy industry via a variety of vehicles: meetings, directories, show dailies, e-newsletters, and www.awea.org.

When wind energy professionals turn to these AWEA vehicles for vital industry information, make sure your company and your message get noticed. An ad with AWEA puts your message in front of thousands of top industry decision-makers, and because the proceeds go directly to the association, your support helps AWEA promote wind power growth for a cleaner, stronger America.

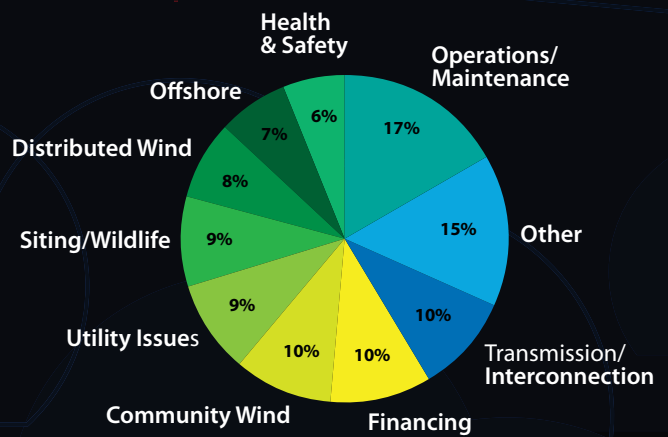
WINDPOWER® Show Directory

Reach thousands of industry leaders and decision-makers in WINDPOWER's primary resource book. In the hands of every attendee and in the briefcases of wind energy leaders worldwide, the WINDPOWER Show Directory is a must-have guide on the show floor as well as a year-round resource for buyers in all facets of wind energy.

WINDPOWER® Update

Whether looking forward to details of the upcoming show or highly energized following another successful show, the 16,000-plus WINDPOWER attendees eagerly await their copies of WINDPOWER Update. The pre-show issue mails in March, and the post-show issue mails in August to all attendees as well as to thousands of industry professionals unable to attend the show.

Issues that Matter



WINDPOWER attendees are involved with these issues on a regular basis.

WINDPOWER® Today

The official newspaper of the world's largest wind energy show, WINDPOWER Today reaches some 16,000 industry professionals at the conference, generating awareness of your company and traffic to your booth. Delivered to attendees at key hotels each morning and distributed onsite, WINDPOWER Today is the primary guide for vital meeting information and schedules.

"Exhibiting at WINDPOWER is a wonderful opportunity. It's an opportunity for us to continue to build on our partnerships and to forge new relationships. It's an opportunity for us to meet with our vendors, suppliers, turbine manufacturers, banks, and financiers. This is the place where we all come together for three days and collectively and collaboratively figure out how we're going to work together to continue to move wind forward."

— Sandi Briner, enXco

AWEA WINDPOWER CONFERENCE & EXHIBITION
Anaheim, CA May 22-25

Show Directory

AWEA
AMERICAN WIND ENERGY ASSOCIATION

WINDPOWER® UPDATE
2011 Post Show Issue

With Luminaries United on Policy Certainty, WINDPOWER Roars into Anaheim

"I've never seen anything more clear as the case for wind, solar, and geothermal..."

AWEA
AMERICAN WIND ENERGY ASSOCIATION

WINDPOWER Today
Tuesday, May 24, 2011

Windpower 2011 Kicks Off With High Energy. Call for Policy Stability

General Session: Industry Leaders Panel Discussion
"I've never seen anything more clear as the case for wind, solar, and geothermal..."

Introducing the S9X suite.
Smarter technology for better reliability.

SUZLON
POWERING GREEN & TRANSPARENT
Wind with WINDPOWER

OFFSHORE RESOURCE CENTER

SHOW DIRECTORY

"We are such a policy-driven industry that having AWEA be an effective advocate means its members have to be effective supporters of AWEA."

— Don Furman, Iberdrola Renewables

Offshore WINDPOWER Conference & Exhibition Directory

The Offshore WINDPOWER Directory is an indispensable guide for all attendees during the show and a useful resource for months afterward. The Offshore WINDPOWER Conference & Exhibition is the only event of its kind that truly brings together the thought leaders of the wind industry for a dialogue on offshore wind development. Increasing your company's visibility at this conference can help you take advantage of the current industry momentum and ensure that your message reaches the people who matter.

AWEA Membership Directory & Buyers Guide

A comprehensive listing of leading companies from all facets of the wind energy industry, the AWEA Membership Directory & Buyers Guide provides a wealth of key contacts, the latest contact information, and a breakdown by products and services offered. Published annually in September, the directory is an indispensable year-round resource for wind power decision-makers worldwide.

Wind Energy Weekly - E-News

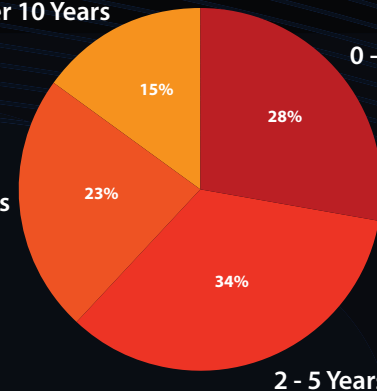
AWEA's Wind Energy Weekly is packed with detailed and up-to-date information on the world of wind energy that simply can't be obtained elsewhere. Readers have a professional interest in wind energy and rely on this weekly email for development news and late-breaking legislative, economic, and environmental developments affecting wind. Your banner ad is highly visible alongside this highly valuable information.

Wind Industry Experience

Over 10 Years

5 - 10 Years

0 - 2 Years



WINDPOWER 2011 attendees provide a healthy blend of industry experience and new-blood enthusiasm.

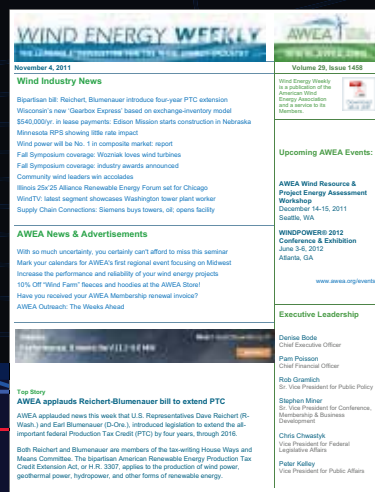
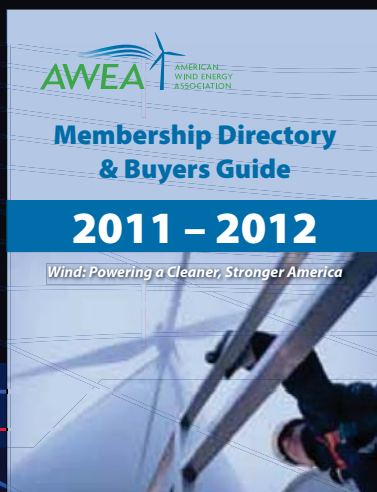
AWEA Website

AWEA.org averages 180,000 page views per month. Advertise your company, service, or product and have your ads shown across the whole site or target them to specific pages or sections, such as the homepage, small wind, education, events homepage, and more.

You can buy ad placements to fit your budget. By targeting a section of the site, you make sure the people interested in your company see your ad. For example, if you manufacture small wind turbines, select to have your ads shown only in the Distributed & Community Wind section. For the most visibility, choose to have your ad on all pages of the website.

"We have a power-packed schedule [at WINDPOWER] every year. We start early in the morning; we finish late at night. Over four days, we probably do as much business and interaction with our customers and suppliers as we do over the following four months."

— Steven Lockard, TPI Composites



Print Media Rates, Specs & Deadlines

WINDPOWER® Show Directory

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$4,750	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
2/3 Page	Full Color	\$3,810	4 ³ / ₄ x 9 ⁷ / ₈ "	N/A	N/A
1/2 Page Island	Full Color	\$3,700	4 ³ / ₈ x 7 ³ / ₈ "	N/A	N/A
1/2 Page Vertical	Full Color	\$3,200	3 ³ / ₈ x 9 ⁷ / ₈ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$3,200	7 ¹ / ₄ x 5"	8 ⁵ / ₈ x 5 ⁵ / ₈ "	8 ³ / ₈ x 5 ³ / ₈ "
1/3 Page	Full Color	\$2,510	4 ³ / ₄ x 4 ⁷ / ₈ "	N/A	N/A
1/4 Page	Full Color	\$2,040	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A
Preferred Positions	Full Color	\$5,200	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Back Cover	Full Color	\$5,700	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Inside Cover	Full Color	\$5,460	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "



30,000 copies distributed in registration kits, at AWEA booth, and throughout the convention center. Space deadline - March 28, material deadline - April 1.

WINDPOWER® Update

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$4,750	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
2/3 Page	Full Color	\$3,810	4 ³ / ₄ x 9 ⁷ / ₈ "	N/A	N/A
1/2 Page Island	Full Color	\$3,700	4 ³ / ₈ x 7 ³ / ₈ "	N/A	N/A
1/2 Page Vertical	Full Color	\$3,200	3 ³ / ₈ x 9 ⁷ / ₈ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$3,200	7 ¹ / ₄ x 5"	8 ⁵ / ₈ x 5 ⁵ / ₈ "	8 ³ / ₈ x 5 ³ / ₈ "
1/3 Page	Full Color	\$2,510	4 ³ / ₄ x 4 ⁷ / ₈ "	N/A	N/A
1/4 Page	Full Color	\$2,040	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A
Preferred Positions	Full Color	\$5,200	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Back Cover	Full Color	\$5,700	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Inside Cover	Full Color	\$5,460	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "



Pre- and post-show issues, 23,000 copies mailed First Class to AWEA members and past and current WINDPOWER® attendees. Rates include both issues. Pre-show space deadline - January 10, material deadline - January 14. Post-show space deadline - July 18, material deadline - July 22.

WINDPOWER® Today

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$14,250	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12"	9 ¹ / ₂ x 11 ³ / ₄ "
2/3 Page	Full Color	\$11,430	5 ⁵ / ₈ x 10 ⁷ / ₈ "	N/A	N/A
1/2 Page Island	Full Color	\$11,100	6 ¹ / ₄ x 8 ¹ / ₂ "	N/A	N/A
1/2 Page Vertical	Full Color	\$9,600	4 ¹ / ₄ x 10 ⁷ / ₈ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$9,600	9 ¹ / ₄ x 5 ³ / ₄ "	9 ³ / ₄ x 6"	9 ¹ / ₂ x 5 ⁷ / ₈ "
1/3 Page	Full Color	\$7,530	5 ⁵ / ₈ x 5 ⁵ / ₈ "	N/A	N/A
1/4 Page	Full Color	\$6,120	4 ¹ / ₄ x 5 ³ / ₄ "	N/A	N/A
Front Page Header/Footer	Full Color	\$20,000	8 ¹ / ₂ x 1"	N/A	N/A
Back Cover	Full Color	\$17,100	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12"	9 ¹ / ₂ x 11 ³ / ₄ "
Inside Cover	Full Color	\$16,380	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12"	9 ¹ / ₂ x 11 ³ / ₄ "



Three issues, 20,000 copies per issue, door dropped at key convention hotels and distributed throughout the convention center. Rates include insertion in all three issues. Space deadline - May 9, material deadline - May 13.

Offshore WINDPOWER Conference & Exhibition Directory

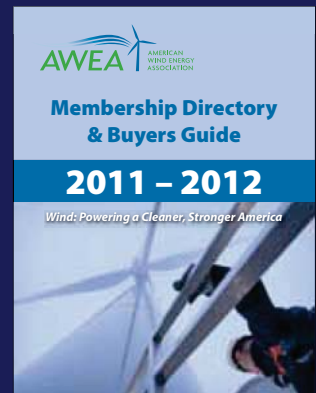
Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$1,950	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
2/3 Page	Full Color	\$1,560	4 ³ / ₄ x 9 ¹ / ₄ "	N/A	N/A
1/2 Page Island	Full Color	\$1,520	4 ³ / ₈ x 7"	N/A	N/A
1/2 Page Vertical	Full Color	\$1,310	3 ³ / ₈ x 9 ¹ / ₄ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$1,310	7 ¹ / ₄ x 5"	N/A	N/A
1/3 Page	Full Color	\$1,030	7 ³ / ₈ x 3"	N/A	N/A
1/4 Page	Full Color	\$840	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A
Preferred Positions	Full Color	\$2,090	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Back Cover	Full Color	\$2,340	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Inside Cover	Full Color	\$2,240	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "



2,000 copies distributed in registration kits and throughout the convention facility.
Space deadline - September 1, material deadline - September 10.

AWEA Membership Directory & Buyers Guide

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$4,750	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
2/3 Page	Full Color	\$3,810	4 ³ / ₄ x 9 ¹ / ₄ "	N/A	N/A
1/2 Page Island	Full Color	\$3,700	4 ³ / ₈ x 7"	N/A	N/A
1/2 Page Vertical	Full Color	\$3,200	3 ³ / ₈ x 9 ¹ / ₄ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$3,200	7 ¹ / ₄ x 5"	8 ⁵ / ₈ x 5 ⁵ / ₈ "	8 ³ / ₈ x 5 ³ / ₈ "
1/3 Page	Full Color	\$2,510	4 ⁷ / ₈ x 4 ⁷ / ₈ "	N/A	N/A
1/4 Page	Full Color	\$2,040	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A
Tabs/Preferred Positions	Full Color	\$5,105	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Back Cover	Full Color	\$5,700	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
Inside Cover	Full Color	\$5,460	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "



6,000 copies distributed to AWEA members and other wind energy professionals.
Space deadline - July 1, material deadline - July 7.



WINDPOWER attendees came from all parts of the country; in fact, all 50 states and the District of Columbia were represented. U.S.-based attendees represented 82 percent of participation.

Wind energy is an international industry, and WINDPOWER has truly become an international event. WINDPOWER 2011 welcomed 2,679 international participants from 59 countries to Anaheim, representing 18 percent of all attendees.

Electronic Media Rates, Specs & Deadlines

Wind Energy Weekly - E News

Frequency	Top Position	2nd Position	Road Block*	Box
1 Edition	\$2,515	\$2,060	\$4,400	\$995
3 Editions	\$4,480	\$3,210	\$7,400	\$2,095
6 Editions	\$7,945	\$4,915	\$12,385	\$3,695
9 Editions	\$9,800	\$6,050	\$15,250	\$4,495
12 Editions	\$11,490	\$7,095	\$17,875	\$5,795
Ad Specifications				
Ad Dimensions	468 x 60 pixels	468 x 60 pixels	468 x 60 pixels	125 x 125 pixels
File Size	40 k	40 k	40 k	40 k
File Format	jpg or gif	jpg or gif	jpg or gif	jpg or gif



Wind Energy News is a by-subscription service e-newsletter sent weekly to 12,000 wind energy professionals. AWEA follows IAB guidelines for online creatives. Space deadline - 2 weeks prior to publication, material deadline - 1 week prior to publication. *Road block is an exclusive buyout of the issue.

AWEA Website

Run-of-Site – Ads will appear on all available pages

1 month	\$25 CPM
3 month	\$20 CPM / month
6 month	\$15 CPM / month

Targeted Sections/Pages – Ads will appear on selected page(s) only Homepage:

1 month	\$20 CPM
3 month	\$15 CPM / month
6 month	\$10 CPM / month

Targeted Sections/Pages – Ads will appear on selected page(s) only Content Pages/Sections:

1 month	\$15 CPM
3 month	\$12.50 CPM / month
6 month	\$10 CPM / month

AWEA.org averages 180,000 page views per month. Advertise your company, service, or product and have your ads shown across the whole site or target them to specific pages or sections, such as the homepage, small wind, education, events homepage, and more.

You can buy ad placements to fit your budget. By targeting a section of the site, you make sure the people interested in your company see your ad. For example, if you manufacture small wind turbines, select to have your ads shown only in the Distributed & Community Wind section. For the most visibility, choose to have your ad on all pages of the website.

Ad Positions

Ads are located on the awea.org homepage on the lower right section of the page and on a majority of content pages below the left-hand navigation. There are three ad positions on all pages. When multiple advertisers are present, the ads are displayed according to the number of impressions sold. For instance, ads with a higher number of impressions bought will appear more often than ones with lower impressions bought.

Ad Rates

All ads are sold on a cost-per-thousand (CPM) basis with the cost varying depending on targeting.

Ad Specs

JPG and GIF format only, no Flash.
File size: maximum 40k.

Animated GIFs are acceptable. (Animated GIFs should not strobe or change too quickly.)

AWEA reserves the right to reject any add based on content or functionality.

Ads cannot disparage competitors.

Deadlines

Space: 15th of prior month

Materials: 22nd of prior month



Best-Value Print Pricing

Full-Page Combo Buy

Buy a full-page ad in both the WINDPOWER Show Directory and the AWEA Membership Directory & Buyers Guide and receive 10% off any additional insertions in any AWEA print or electronic media.

WINDPOWER® Bundle

Advertise in all WINDPOWER®-related publications for one special price. Placement includes ads in the pre-show issue of WINDPOWER® Update, the WINDPOWER® Show Directory, three issues of the WINDPOWER® Today, and the post-show issue of WINDPOWER® Update.

Ad Size	Color Type	Price
Full Page	Full Color	\$21,000
2/3 Page	Full Color	\$17,000
1/2 Page Island	Full Color	\$16,500
1/2 Page Vertical	Full Color	\$14,500
1/2 Page Horizontal	Full Color	\$14,500
1/3 Page	Full Color	\$11,300
1/4 Page	Full Color	\$9,100
Preferred Positions	Full Color	\$23,500
Back Cover	Full Color	\$25,500
Inside Cover	Full Color	\$24,500



Best-Value Electronic Pricing

Receive top position in three issues of Wind Energy Weekly and three months of run-of-site advertising on AWEA's website with 250,000 impressions for just \$7,500.

Wind Energy News is a by-subscription service e-newsletter sent weekly to 12,000 wind energy professionals. AWEA follows IAB guidelines for online creatives.

AWEA.org averages 180,000 page views per month. Advertise your company, service, or product and have your ads shown across the whole site or target them to specific pages or sections, such as the homepage, small wind, education, events homepage, and more.





Insertion Order

Contact Information

Company _____

Contact _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Purchase Order Number _____

Advertising Information

Media WINDPOWER® Update Pre-Show WINDPOWER® Update Post-Show WINDPOWER® Show Directory

WINDPOWER® Today AWEA Membership Directory & Buyers Guide Offshore WINDPOWER Show Directory

Wind Energy Weekly AWEA Website

Full-Page Combo Buy WINDPOWER® Bundle E-Advertising Bundle

Ad Size & Type _____

Rate _____

Targeting: Select which areas of the website on which this ad should appear. If full site, homepage only, or content pages only is selected, then no other choices may be made.

- Full Site Homepage Only Content Pages Only Small Wind Utility Education Events News Members Only

Creatives: File size is restricted to a maximum of 40k. All content to be reviewed by AWEA before being placed on the website. Animated GIFs may not strobe or flash.

- JPG GIF animated GIF

Linking: Enter the fully defined URL to which the ad's link will point _____

Start Date _____ End Date _____ # of Impressions _____ Per month run completion

Confirmed By _____ Date _____

Payment Information

- Check Attached Bill Me Visa MasterCard American Express

CC # _____ Expiration Date _____ VCode _____

CC Billing Address _____

Name on Card _____ Signature _____

Fax this form to AWEA Ad Sales

Stacy Bowdring or Victoria Elie, (703) 548-3733

Material Shipment

Stacy Bowdring/Victoria Elie
AWEA Ad Sales
1908 Mt. Vernon Ave., 2nd Floor
Alexandria, VA 22301

More Information

Stacy Bowdring
(703) 212-6717 direct
(703) 304-7235 cell
stacy@ias-online.net email

Victoria Elie
(703) 212-4963 direct
(571) 205-2496 cell
velie@ias-online.net email

Terms and Conditions

Invoices are due upon receipt. All payments must be received by the space deadline. No cancellations will be accepted after the space deadline. All cancellations must be submitted in writing and will not be considered accepted until confirmed by AWEA.