

# MEDIA PLANNER



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The American Wind Energy Association (AWEA) is the national trade association for the U.S. wind industry — one of the country's fastest growing energy industries. With thousands of wind industry members and wind policy advocates, AWEA promotes wind energy as a clean source of electricity for American consumers.

AWEA provides up-to-date, accurate information about the U.S. wind energy industry via a variety of vehicles: meetings, event apps, WindClips, and [www.awea.org](http://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 campaign 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.

### CLEANPOWER® Show Directory

Reach thousands of industry leaders and decision-makers in CLEANPOWER's primary resource book. In the hands of every attendee and in the briefcases of wind energy leaders worldwide, the CLEANPOWER 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.

**"A successful transformation to clean energy will require collaboration, trust, and innovation to achieve fully integrated energy solutions. CLEANPOWER will provide an excellent forum to build partnerships across multiple renewable energy sectors to create opportunities for growth."**

**Tim Maag,  
Vice President and General  
Manager, Wind, Mortenson**



### Top Sectors Represented at CLEANPOWER:



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## AWEA.org, CLEANPOWERexpo.org and awea-jobs.careerwebsite.com

Take advantage of the growing online market segment by utilizing an incredibly cost-effective advertising medium. Starting at \$1,000 for AWEA members, you can reach thousands of wind energy professionals.

### WindClips

WindClips is AWEA members' convenient source for staying connected to important and timely industry news, delivered to their inbox each weekday morning. WindClips is available to AWEA members only.

### Member Monthly

AWEA's monthly member newsletter that consists of important information and updates including event highlights and deadlines, happenings on the Hill, WindIQ stats, policy & regulatory updates, and other news relevant to the wind energy industry.



## CLEANPOWER® Show Directory

Ad Size	AWEA Member	Nonmember	Quantity
Full Page	\$6,000	\$10,000	4
1/2 Page Island	\$4,000	\$6,000	2
1/2 Page Horizontal	\$3,500	\$5,500	2
1/4 Page	\$2,000	\$4,000	4
Back Cover	\$8,000	\$12,000	1
Featured Exhibitor	\$1,500	\$3,000	30
Map Sponsor	\$7,500	\$11,000	1

3,000 copies distributed during CLEANPOWER at registration, the AWEA booth, and throughout the convention center. Space deadline – March 22, material deadline – March 29.

- AWEA reserves the right to reject any add based on content or functionality.
- Ads cannot disparage competitors.
- Ads are run of site and not exclusive. Ads will appear on all available pages. No minimum/maximum purchase restrictions.

## AWEA, CLEANPOWER® and Careers in Wind

Duration	Location	Size	AWEA Member	Nonmember
1 month	AWEA Box Spot	300 x 250 dpi	\$1,000 flat rate	\$2,000 flat rate
1 month	AWEA Leaderboard	728 x 90 dpi	\$1,500 flat rate	\$2,500 flat rate
1 month	CLEANPOWER® Leaderboard	728 x 90 dpi	\$1,500 flat rate	\$2,500 flat rate
1 month	CLEANPOWER Box Spot	300 x 250 dpi	\$1,000 flat rate	\$2,000 flat rate
1 month	Careers in Wind Box Spot	300 x 250 dpi	\$1,000 flat rate	\$2,000 flat rate

\* In the months of April, May & June, the rate for the box spot on the AWEA and CLEANPOWER® websites is \$2,000 for members and \$4,000 for nonmembers.

\*\* In the months of April, May & June, the rate for the leaderboard spot on the AWEA and CLEANPOWER® websites is \$3,000 for members and \$6,000 for nonmembers.

### 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.
- Ads are run of site and not exclusive. Ads will appear on all available pages.
- No minimum/maximum purchase restrictions.

### DEADLINES:

Space: 15th of prior month  
Materials: 22nd of prior month

## RATES, SPECS & DEADLINES

### AWEA Event App

AWEA Event	Push Notification		Banner Ad	
	Member	Nonmember	Member	Nonmember
Operations & Maintenance and Safety Conference	\$600	\$1,200	\$1,750	\$3,500
Wind Project Siting & Environmental Compliance Conference	\$300	\$600	\$875	\$1,750
CLEANPOWER Conference & Exhibition	\$1,200	\$2,400	\$3,500	\$7,000
Wind Resource & Project Assessment Conference	\$300	\$600	\$875	\$1,750
Offshore WINDPOWER	\$600	\$1,200	\$1,750	\$3,500
Clean Energy Executive Summit	\$300	\$600	\$875	\$1,750

Interested in sponsoring the app for any or all events? Contact Wade Barton for more information (wbarton@awea.org).

8 banner ads per event are available.

Banner ads should be 455x80 pixels; PNG or JPG format is acceptable (without transparency).

For all images, interlaced images are not accepted. Images must have OPAQUE backgrounds, not translucent.

Include a subject line for the push notification. Text should not exceed 250 characters. No external links.

### WindClips

Frequency	2nd Position		Road Block*	
	AWEA Member	Nonmember	AWEA Member	Nonmember
1 Week	\$1,000	\$3,000	\$3,500	\$5,500
3 Weeks	\$2,500	\$4,500	\$6,500	\$8,500
6 Weeks	\$4,000	\$6,000	\$11,500	\$13,500
9 Weeks	\$5,500	\$7,500	\$14,500	\$16,500
12 Weeks	\$7,000	\$9,000	\$16,500	\$18,500
Ad Specifications				
Ad Dimensions	File Size		File Format	
728 x 90 pixels	40 k		jpg or gif	

### Member Monthly

Frequency	2nd Position		Road Block*	
	AWEA Member	Nonmember	AWEA Member	Nonmember
1 Edition	\$1,500	\$3,500	\$4,000	\$6,000
3 Editions	\$3,000	\$5,000	\$7,000	\$9,000
6 Editions	\$4,500	\$6,500	\$12,000	\$14,000
9 Editions	\$6,000	\$8,000	\$15,000	\$17,000
12 Editions	\$7,500	\$9,500	\$17,000	\$19,000
Ad Specifications				
Ad Dimensions	File Size		File Format	
728 x 90 pixels	40 k		jpg or gif	

Space deadline - 2 weeks prior to publication, material deadline - 1 week prior to publication. \*Road block is an exclusive buyout of the issue.

### Online Agenda Ads

	Ad Dimensions	Member	Nonmember
CLEANPOWER® Leaderboard	728x90	\$7,000	\$10,000
CLEANPOWER box spot	240x200	\$4,000	\$6,000
Other Event Leaderboard	728x90	\$4,000	\$6,000
Other Event box spot	240x200	\$2,000	\$3,000

### Printed Program Full Page Ad

Member	Nonmember
\$2,000	\$3,000

Printed program material deadline is 6 weeks prior to the event.