

2017 MEDIA PLANNER



MEDIA

The American Wind Energy Association (AWEA) is the national trade association for the U.S. wind industry — the country's fastest-growing energy industry. 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, 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 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.

WINDPOWER® Show Directory

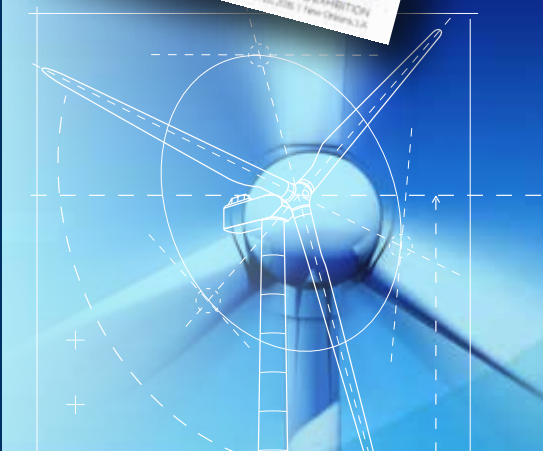
Reach thousands of industry leaders and decision-makers in WINDPOWER's primary resource book. In the hands of every attendee and in the briefcases of wind energy leaders worldwide, the WINDPOWER Show Directory is a must-have guide on the show floor as well as a year-round resource for buyers in all facets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

Top Sectors Represented at WINDPOWER:

12%	Consulting
12%	Component Suppliers
11%	Project Development
9%	Operation & Maintenance
9%	Turbine Manufacturer
5%	Construction
4%	Component Processing
4%	Wind Project Operator
4%	Utility
4%	Transportation

"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,
EDF Renewable Energy.**



AWEA Membership Directory & Buyers Guide

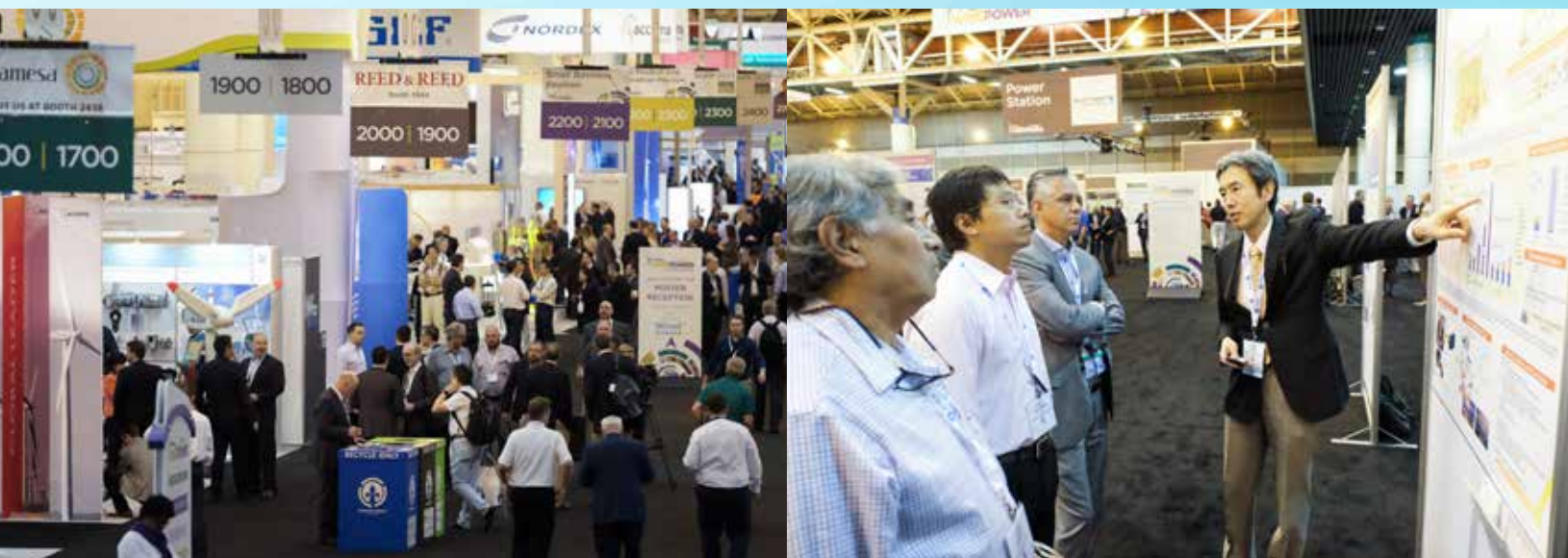
A comprehensive listing of leading companies from all facets of the wind energy industry, the AWEA Membership Directory & Buyers Guide provides a wealth of key contacts, the latest contact information, and a breakdown by products and services offered. Published annually in September, the directory is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

AWEA.org and WINDPOWERexpo.org

Take advantage of the growing online market segment by utilizing an incredibly cost-effective advertising medium. For a flat rate of \$1,000 per month, you can reach thousands of wind energy professionals.

Wind Energy Weekly e-newsletter

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 Energy Weekly is sent to all AWEA members.



Rates, Specs & Deadlines

WINDPOWER® Show Directory

Ad Size	Color Type	AWEA Member	Nonmember	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$4,750	\$5,225	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	\$4,191	4 3/4 x 9 7/8"	N/A	N/A
1/2 Page Island	Full Color	\$3,700	\$4,070	4 3/8 x 7 3/8"	N/A	N/A
1/2 Page Vertical	Full Color	\$3,200	\$3,520	3 3/8 x 9 7/8"	N/A	N/A
1/2 Page Horizontal	Full Color	\$3,200	\$3,520	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	\$2,761	4 3/4 x 4 7/8"	N/A	N/A
1/4 Page	Full Color	\$2,040	\$2,244	3 1/2 x 4 7/8"	N/A	N/A
Preferred Positions	Full Color	\$5,200	\$5,720	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	\$6,270	7 7/8 x 10 5/8"	8 5/8 x 11 1/8"	8 3/8 x 10 7/8"
Inside Covers	Full Color	\$5,460	\$6,006	7 7/8 x 10 5/8"	8 5/8 x 11 1/8"	8 3/8 x 10 7/8"
Listing Logo	Full Color	\$800	\$800			

3,000 copies distributed during WINDPOWER at registration, the AWEA booth, and throughout the convention center. Electronic edition published on the AWEA website. Space deadline – April 7, material deadline – April 14.

AWEA Membership Directory & Buyers Guide

Ad Size	Color Type	AWEA Member	Nonmember	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$4,750	\$5,225	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	\$4,191	4 3/4 x 9 1/4"	N/A	N/A
1/2 Page Island	Full Color	\$3,700	\$4,070	4 3/8 x 7"	N/A	N/A
1/2 Page Vertical	Full Color	\$3,200	\$3,520	3 3/8 x 9 1/4"	N/A	N/A
1/2 Page Horizontal	Full Color	\$3,200	\$3,520	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	\$2,761	4 7/8 x 4 7/8"	N/A	N/A
1/4 Page	Full Color	\$2,040	\$2,244	3 1/2 x 4 7/8"	N/A	N/A
Preferred Positions	Full Color	\$5,105	\$5,615	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	\$6,270	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	\$6,006	7 7/8 x 10 5/8"	8 5/8 x 11 1/8"	8 3/8 x 10 7/8"
Listing Logo	Full Color	\$800				

Copies distributed to all AWEA members and other wind energy professionals. Electronic edition published on the AWEA website.

Space deadline - July 7, material deadline - July 14.

AWEA and WINDPOWER® Website

Run-of-Site: Ads will appear on all available pages. No minimum/maximum purchase restriction.

Duration	Location	Size	AWEA Member	Non Member
1 month	AWEA Box Spot	300 x 250 dpi	\$1,000 flat rate	\$1,100 flat rate
1 month	AWEA Leaderboard (above the fold)	728 x 90 dpi	\$1,500 flat rate	\$1,725 flat rate
1 month	WINDPOWER® Leaderboard (above the fold)	728 x 90 dpi	\$1,500 flat rate	\$1,725 flat rate

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

Wind Energy Weekly e-newsletter

Frequency	Top Position		2nd Position		Road Block*		Box	
	AWEA Member	Nonmember	AWEA Member	Nonmember	AWEA Member	Nonmember	AWEA Member	Nonmember
1 Edition	\$2,515	\$2,767	\$2,060	\$2,266	\$4,400	\$4,840	\$995	\$1,095
3 Editions	\$4,480	\$4,928	\$3,210	\$3,531	\$7,400	\$8,140	\$2,095	\$2,305
6 Editions	\$7,945	\$8,740	\$4,915	\$5,407	\$12,385	\$13,624	\$3,695	\$4,065
9 Editions	\$9,800	\$10,780	\$6,050	\$6,655	\$15,250	\$16,775	\$4,495	\$4,945
12 Editions	\$11,490	\$12,639	\$7,095	\$7,805	\$17,875	\$19,665	\$5,795	\$6,375
Ad Specifications								
Ad Dimensions	400 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.



Insertion Order

Company _____
Contact _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail _____
Purchase Order Number _____

Advertising Information

Media ☐ WINDPOWER® Show Directory ☐ WINDPOWER® Show Directory Logo ☐ WINDPOWER® Website
☐ AWEA Membership Directory & Buyers Guide ☐ AWEA Membership Directory & Buyers Guide Logo
☐ Wind Energy Weekly ☐ AWEA Website

Ad Size & Type _____
Rate _____ ☐ AWEA Member ☐ Nonmember

For digital ads Static Animated

Please note that Wind Energy Weekly accepts only static ads. Submit all print advertising as a high resolution PDF and all Directory logos as an EPS file.

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

Start Date _____ End Date _____

Confirmed By _____ Date _____

Payment Information

☐ Check Attached ☐ Bill Me ☐ Visa ☐ MasterCard ☐ American Express

CC # _____ Expiration Date _____ VCode _____

CC Billing Address _____

Name on Card _____ Signature _____

Billing Email Address _____

_____ and ad materials to

" V " V

Questions?

Brent Nussbaum

bnussbaum@awea.org

(202) 383-2542

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.