

2018 MEDIA PLANNER



MEDIA

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, 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.

"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**



Top Sectors Represented at WINDPOWER:



AWEA.org and WINDPOWERexpo.org

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.

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.



WINDPOWER® 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 WINDPOWER at registration, the AWEA booth, and throughout the convention center. Electronic edition published on the AWEA website. Space deadline – March 22, material deadline – March 29.

AWEA and WINDPOWER® Website

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 (above the fold)	728 x 90 dpi	\$1,500 flat rate	\$2,500 flat rate
1 month	WINDPOWER® Leaderboard (above the fold)	728 x 90 dpi	\$1,500 flat rate	\$2,500 flat rate

* In the months of April, May & June, the rate for the box spot on the AWEA and WINDPOWER® 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 WINDPOWER® 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
WINDPOWER 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
Wind Project Finance & Investment	\$300	\$600	\$875	\$1,750
Fall Symposium	\$300	\$600	\$875	\$1,750

Interested in sponsoring the app for any or all of the 2018 events? Contact Brent Nussbaum for more information (bnussbaum@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.

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	\$1,500	\$3,500	\$1,000	\$3,000	\$3,500	\$5,500	\$750	\$2,750
3 Editions	\$3,500	\$5,500	\$2,500	\$4,500	\$6,500	\$8,500	\$1,500	\$2,500
6 Editions	\$6,500	\$8,500	\$4,000	\$6,000	\$11,500	\$13,500	\$2,500	\$4,500
9 Editions	\$8,500	\$10,500	\$5,500	\$7,500	\$14,500	\$16,500	\$4,000	\$6,000
12 Editions	\$10,500	\$12,500	\$7,000	\$9,000	\$16,500	\$18,500	\$5,000	\$7,000
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.