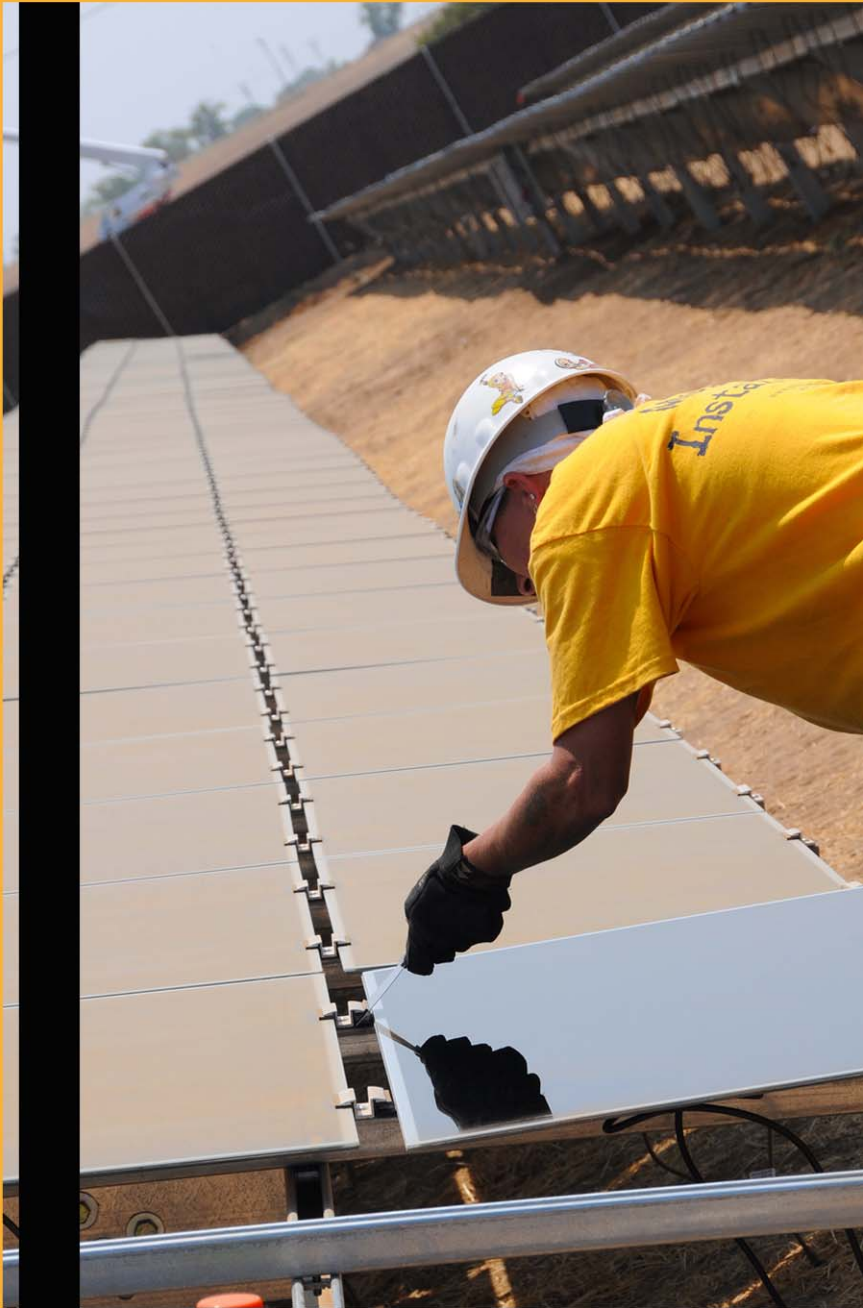


# SOLAR BUILDER

The most informative, hands-on publication for developers and contractors building industrial, commercial and utility-scale solar facilities in North America.

2012 Media Kit

Formerly *Alternative Power Construction*

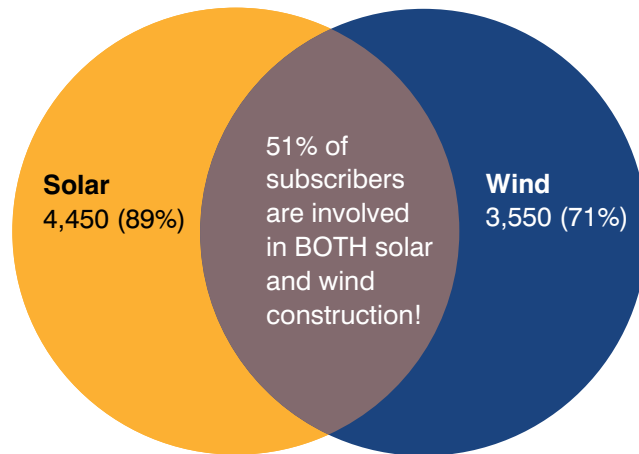


Alternative Power Construction (APC) is now...

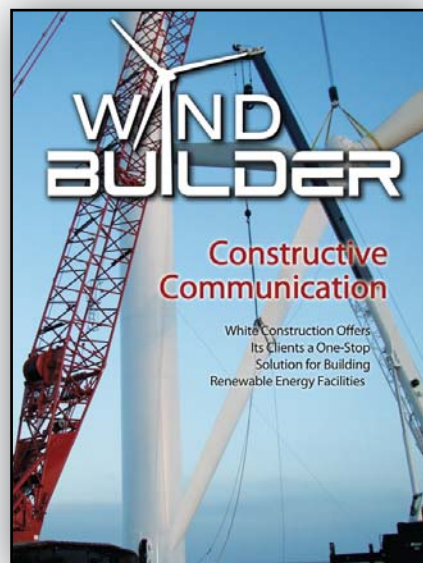
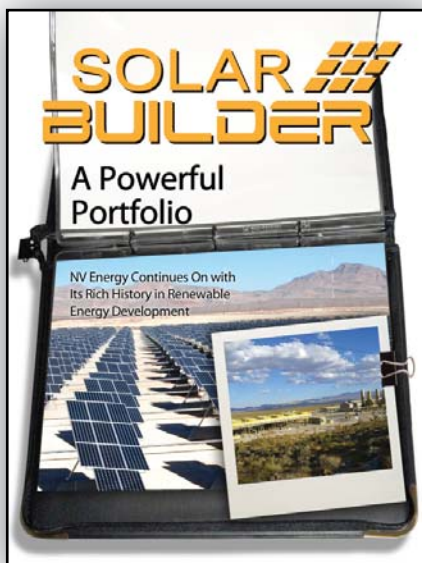
**SOLAR  
BUILDER**

**WIND  
BUILDER**

Since 2009, APC has been covering all renewable energy sources; however, the overwhelming majority of APC's 5,000+ direct request subscribers are building and developing wind and solar facilities.\* That being the case, we have changed the way we will be presenting and delivering information to our subscribers.



In 2012, *Alternative Power Construction* will focus strictly on wind and solar construction and will be transformed into a flip book. One side will focus on solar, and when flipped, the other side of the magazine will feature wind stories. The new titles will be *Solar Builder* and *Wind Builder* — two books in one!



\*Publisher's own data.

# SOLAR BUILDER

## Contacts

### Publisher

Robert Krzys  
Phone: 330-467-7588  
E-mail: robk@benjaminmedia.com

### Advertising/Marketing

Kelly Dadich, Director of Marketing  
Direct Phone: 330-315-2056  
General Phone: 330-467-7588  
E-mail: kdadich@benjaminmedia.com

### Editorial

Kelly Pickerel, Assistant Editor  
Direct Phone: 330-315-2054  
General Phone: 330-467-7588  
E-mail: kpickerel@benjaminmedia.com

### Production

Elizabeth Stull, Graphic Designer  
Phone: 330-467-7588  
E-mail: estull@benjaminmedia.com

### Circulation

Alexis R. White, Audience Development  
Manager  
Direct Phone: 330-315-2209  
Phone: 330-467-7588  
E-mail: awhite@benjaminmedia.com

### Reprints

Wrights Reprints  
Phone: 877-652-5294

### List Rental

The Information Refinery Inc.  
Phone: 800-529-9020 x29



*Solar Builder* is a publication of Benjamin Media, Inc. • [www.solarbuildermag.com](http://www.solarbuildermag.com)  
1770 Main St., Peninsula, Ohio 44264 • Phone: 330-467-7588 • Fax: 330-468-2289  
Editorial: Kelly Pickerel- 330-315-2054 • [kpickerel@benjaminmedia.com](mailto:kpickerel@benjaminmedia.com)  
Advertising: Kelly Dadich- 330-315-2056 • [kdadich@benjaminmedia.com](mailto:kdadich@benjaminmedia.com)

### January/February

**Mail date:** 1/4/2012  
**Insertion order:** 12/7/2011  
**Materials:** 12/14/2011

Mounting Systems  
Arresters/Surge Protection  
Solar for Water/Wastewater Applications

### July/August

**Mail date:** 7/3/2012  
**Insertion order:** 6/6/2012  
**Materials:** 6/13/2012

Labor and workers  
Wires and Cables  
PPAs  
Education/School Solar Applications

### March/April

**Mail date:** 3/7/2012  
**Insertion order:** 2/8/2012  
**Materials:** 2/15/2012

Inverters  
Site Preparation  
Electrical Components  
Utility-Scale Solar Applications

**Bonus Distribution:**  
PV America, March 19-21, San Jose

### September/October

**Mail date:** 9/5/2012  
**Insertion order:** 8/8/2012  
**Materials:** 8/15/2012

Mounting Systems  
Safety  
Site Equipment  
Municipality Solar Applications

**Bonus Distribution:**  
Solar Power International, Sept. 10-13, Orlando

### May/June

**Mail date:** 5/2/2012  
**Insertion order:** 4/4/2012  
**Materials:** 4/11/2012

Insurance/Legal  
Enclosures  
System Monitoring Software  
Retail Solar Applications

**Bonus Distribution:**  
Intersolar 2012, July 10-12, San Francisco

### November/December

**Mail date:** 11/7/2012  
**Insertion order:** 10/10/2012  
**Materials:** 10/17/2012

Tracking  
Rooftop installations  
Inverters  
Utility-Scale Solar Applications

### Regular Departments:

**Safety** — Safety is a huge factor in all construction projects, including those in the solar industry. Developing a culture of safety on the work site is a must for contractors.

**Optimization** — Even the smallest changes and additions to a project can make a huge difference. The latest technology and production advancements are discussed here.

**Contractor Picks** — Contractors like to use products that come recommended by their peers. This regular section will feature different contractors' best product/service picks each issue!

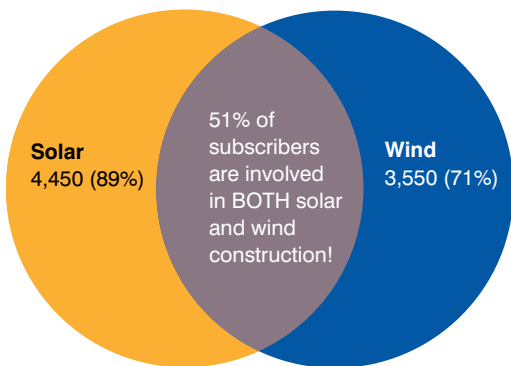
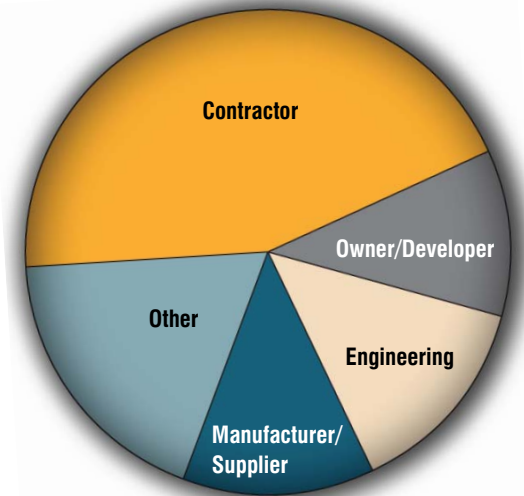
**Regional Focus** — See the latest projects, the companies involved and the individuals making it happen in a new area of the United States each issue.

**100% Direct Request!**

# SOLAR BUILDER

## Subscriber Data\*

Industry	Quantity	% of Total
Contractor	2,221	44.4%
Owner/Developer	547	10.9%
Engineering	688	13.8%
Manufacturer/Supplier	641	12.8%
Other	903	18.1%
<b>Total</b>	<b>5,000</b>	

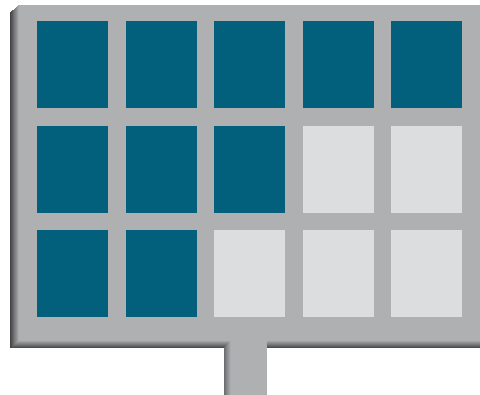


TITLE	Quantity	% of Total
<b>SENIOR MANAGEMENT</b> (CEO, COO, CFO, Chair, Director, Owner, Partner, President, Principal, Vice-President)	2,949	59.0%
<b>MIDDLE MANAGEMENT</b> (Administrator, Engineer, General Manager, Manager, Purchasing Agent, Superintendent, Supervisor, Treasurer/Financial management)	1,333	26.7%
<b>GENERAL/OPERATIONAL STAFF</b> (Estimator, Field Crew, Maintenance, Mechanic, Operator, Technician)	665	13.3%
<b>Other</b>	103	2.1%

**50.8%** Purchase and authorize the purchase of products/services

**31.7%** Recommend products/services for purchase

**17.5%** Specify products/services for purchase



\*Publishers own data as of 9/21/2011



Solar Builder is a publication of Benjamin Media, Inc. • [www.solarbuildermag.com](http://www.solarbuildermag.com)  
 1770 Main St., Peninsula, Ohio 44264 • Phone: 330-467-7588 • Fax: 330-468-2289  
 Editorial: Kelly Pickerel- 330-315-2054 • [kpickerel@benjaminmedia.com](mailto:kpickerel@benjaminmedia.com)  
 Advertising: Kelly Dadich- 330-315-2056 • [kdadich@benjaminmedia.com](mailto:kdadich@benjaminmedia.com)

Rates shown are gross, 4-color included.

All ad placements include a banner ad in the same month's bi-weekly e-newsletter (4,080 opt-in subscribers).

	1X	3X	6X
<b>Full page</b>	\$2,660	\$2,420	\$2,200
<b>1/2 Island</b>	2,260	2,060	1,870
<b>1/2 Page</b>	2,055	1,875	1,700
<b>1/3 Page</b>	1,850	1,688	1,530
<b>1/4 Page</b>	1,645	1,500	1,360
<b>Business card (net rate)</b>	n/a	275	250
<b>Covers</b>			
<b>2nd cover</b>	\$2,800	\$2,540	\$2,420

### Package Rates:

#### Gigawatt Package

- Full page, 4-color ad in all six print issues of *Solar Builder* (\$13,200 net)
- 300 wide x 100 tall banner ad on website homepage for 12 months (valued at \$960 net)
- 1 custom html e-mail blast to 4,080 opt-in subscribers (valued at \$1,035 net)
- 522x72 banner ad in 24 issues of *Solar Builder* e-newsletter (valued at \$3,600 net)

**Rate:** \$12,500 net (valued at \$18,795)

#### Megawatt Package

- 1/2 page, 4-color ad in all six print issues of *Solar Builder* (\$10,200 net)
- 300 wide x 100 tall banner ad on website homepage for 12 months (valued at \$960 net)
- 1 custom html e-mail blast to **4,080\* opt-in subscribers** (valued at \$1,035)
- 522x72 banner ad in 12 issues of *Solar Builder* e-newsletter (valued at \$1,800)

**Rate:** \$9,000 net (valued at \$13,995)

\*Publisher's own data.

## Advertising Materials

*Solar Builder* is produced using computer-to-plate technology.

## Digital Files

File Formats: PDF/x1a, PDF (Press Optimized), EPS and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

## Additional Ad Charges

There is a minimum additional charge for the following:

- Ad Creation/Modification \$75/hour

## Inserts

Please call for pricing.  
330-467-7588

## Special Positions

Guaranteed only with a 10% extra charge added to space rate.

## Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion; they do not use the amount of space that their billing was based.

## Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

## Shipping Instructions

Please send all advertising materials to:

*Solar Builder*, Attn: Advertising  
1770 Main St., PO Box 190, Peninsula, OH 44264 USA  
Phone: 330-467-7588 Fax: 330-468-2289

## Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Please submit large electronic files via our file transfer service at <http://dropbox.yousendit.com/benjaminmedia>

Full Page



8-1/4" x 11-1/8"  
210 mm x 282 mm

2/3 Page



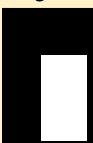
4 1/2" x 9-3/4"  
114 mm x 247 mm

1/2 Page Vertical



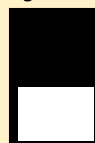
3 3/8" x 9-3/4"  
86 mm x 247 mm

1/2 Page Island



4 1/2" x 7 1/2"  
114 mm x 191 mm

1/2 Page Horizontal



7" x 4 7/8"  
178 mm x 124 mm

1/3 Page Vertical



2 3/16" x 9-3/4"  
56 mm x 247 mm

1/3 Page Square



4 1/2" x 4 7/8"  
114 mm x 124 mm

1/4 Page Square



3 3/8" x 4 7/8"  
86 mm x 124 mm

1/4 Page Horizontal



7" x 2 3/8"  
178 mm x 60 mm

1/6 Page Vertical



2 3/16" x 4 7/8"  
56 mm x 124 mm

1/6 Page Horizontal



4 5/8" x 2 3/16"  
117 mm x 56 mm

Allow 1/4" (6 mm) around trim edge for live matter.

- Full Page Trim Size: 8-1/8" x 10-7/8" (206 mm x 276 mm)
- Full Page Bleed Size: 8-1/4" x 11-1/8" (210 mm x 282 mm)
- 2-Page Spread Trim Size: 16-1/4" x 10-7/8" (413 mm x 276 mm)
- 2-Page Spread Trim Size: 16-1/2" x 11-1/8" (419 mm x 282 mm)
- Gatefold Cover: 16-1/4" x 10-7/8" (413 mm x 276 mm)
- Business Card: 3-1/2" x 2" (89 mm x 50 mm)

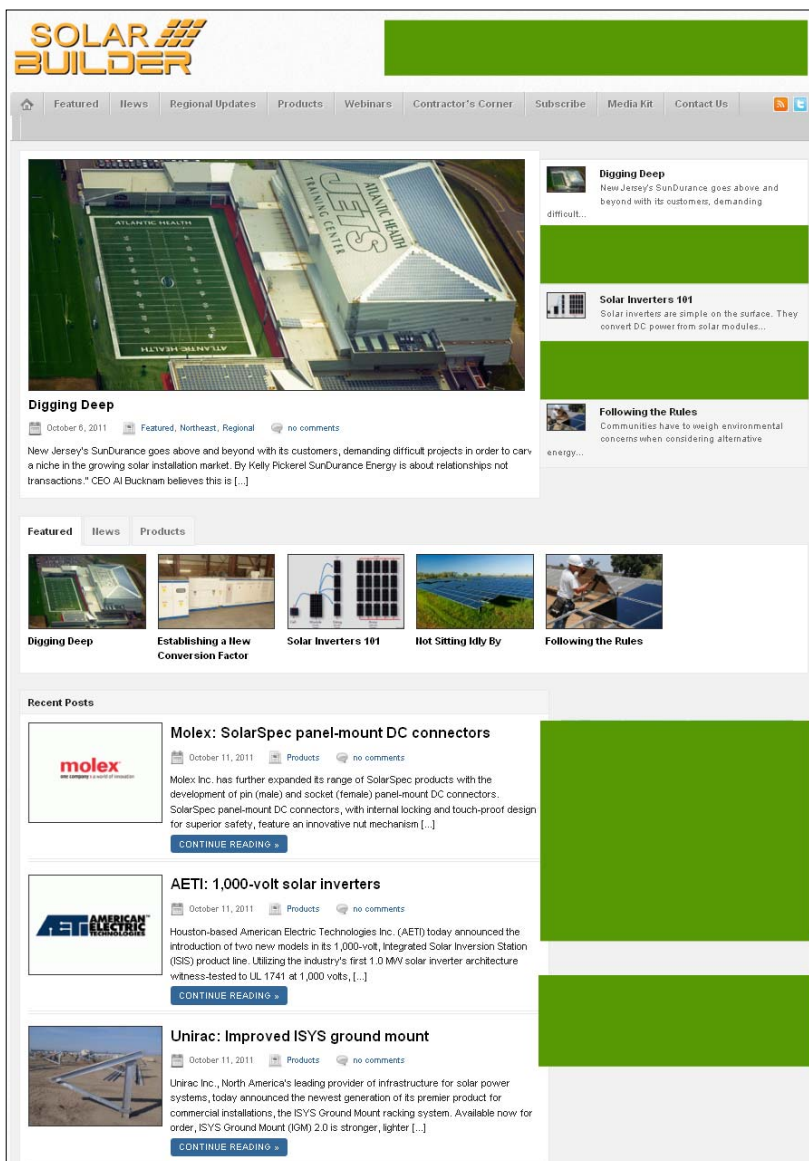
**Disclaimer:** Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.

Sell your industrial/commercial and utility-scale solar products online 24/7 with a banner ad on [www.solarbuildermag.com](http://www.solarbuildermag.com)

Tracking and reporting by Google! *Solar Builder* uses Google's DoubleClick for Publishers ad impression measurement process, accredited by the Media Rating Council to be fully compliant with Interactive Advertising Bureau standards.

**You get what you pay for!**  
**Ads sold by cost-per-thousand-impressions (CPM)!**

Online Advertising



**Leaderboard Banner**  
468 wide x 60 tall

**Advertorial Post**  
advertorial appears in window to the left when clicked

**Video Post**  
video appears in window to the left when clicked

**Standard Banner**  
300 wide x 250 tall

**Small Banner**  
300 wide x 100 tall

**Online Rates:**

Banner ad impressions purchased in increments of 1,000. Minimum purchase is 5,000 impressions. All rates are net.

**Leaderboard Banner**

Size: 468 wide x 60 tall  
 5,000 – 10,000 impressions \$70/M  
 10,001 – 15,000 impressions \$68/M  
 15,001 or more \$65/M

**Standard Banner**

Size: 300 wide x 250 tall  
 5,000 – 10,000 impressions \$60/M  
 10,001 – 15,000 impressions \$58/M  
 15,001 or more \$55/M

**Small Banner**

Size: 300 wide x 100 tall  
 5,000 – 10,000 impressions \$40/M  
 10,001 – 15,000 impressions \$38/M  
 15,001 or more \$35/M

**Specs for above banner ads:**

SWF, GIF or JPG files accepted (If submitting an SWF file, please implement google click TAG). Include URL for hyperlink.

Send file to Kelly Dadich at [kdadich@benjaminmedia.com](mailto:kdadich@benjaminmedia.com)

For help and support please visit <http://goo.gl/1w3sR>

**Impressions are tracked through Google analytics and are e-mailed the first of each month.**

**Other Online Ads:**

**Advertorial or video post** \$500/2 weeks

1 advertorial and 1 video post maximum allowed on site at a time. The same post may not be used for more than 2 weeks.

Advertorial Post Size: 50 words and image  
 Video Post Size: 50 words and video (16:9 format)

**Inline feature banner** \$650 for life of article

Size: 468 wide x 60 tall

- Inline feature banner ad appears after the third paragraph of a chosen feature article.
- Article and inline feature banner ad remain on the website indefinitely, accessible via Internet and site searches.

**Solar Builder e-newsletter** \$300/month (includes 2 issues)

- Distribution: 4,080 Opt-In subscribers
- Frequency: bi-weekly

Banner ad size: 522 wide x 72 tall (pixels)  
 Preferred file type: jpg, gif / maximum file size 20k



Brand your company as an expert and generate qualified leads by sponsoring and presenting a session in the 2012 *Solar Builder* Webinar Series.

## 2012 Session Schedule

If you are interested in sponsoring a session topic not shown here, please let us know.

March – **Solar for Water Utilities**

June – **Roof Mount Solutions**

September – **Maximizing ROI for Utility Scale Solar Projects**

December – **Ground Mount Solutions**

### Sponsor Benefits

- A 1/2 page print ad featuring webinar session and sponsor company will be placed in the *Solar Builder* issue prior to scheduled webinar.
- E-mail invitations sent to *Solar Builder* subscribers. Includes information about webinar and sponsor company.
- Banner advertisement promoting webinar to appear on [www.solarbuildermag.com](http://www.solarbuildermag.com).
- 60-minute webinar presentation to live online audience (recommended 45 minutes for presentation and 15 minutes for Q&A). *Solar Builder* editor to moderate webinar session.
- Following the event, sponsor will be provided with a final report including: list of all registrants who logged on to the webinar; a list of all registrants who were absent; a list of all questions asked during event (per individual); answers to any polls given during the event (per individual).
- Recorded webinar will appear for one year on [www.solarbuildermag.com](http://www.solarbuildermag.com). Sponsor will also receive the webinar video file.

### What the Sponsor Does:

The webinar sponsor delivers a 30 to 45 minute PowerPoint presentation to a live online audience. Following the presentation, the sponsor will be able to interact with attendees during a Q&A session.

### What *Solar Builder* Does:

*Solar Builder* will handle all pre- and post-event details, including event promotion, attendee registration, compiling pre-event survey results, enrollment reporting, webinar logistics and webinar recording for playback for one year on [www.solarbuildermag.com](http://www.solarbuildermag.com).

### Rate:

\$3,750 net

