

Insertion Order

Company _____

Contact _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Media SPI Event Guide SPI Show Daily 3 Day SPI Show Daily 2 Day SPI Show Daily 1 Day

SPI Exhibit Map Exclusive SPI Exhibit Map 1 of 4 Solar Power Regional Event Guide

Ad Details Inside Front Cover Inside Back Cover Back Cover Full-Page Full-Page Preferred Position

1/2 Page Horizontal 1/2 Page Vertical 1/2 Page Island 1/3 Page 1/4 Page Logo (Guide Only)

Rate _____ Insertion Order Number _____

Confirmed By _____ Date _____

Check Attached (make checks payable to IAS-SETS Ad Sales) Bill Me Visa MasterCard American Express

CC # _____ Expiration Date _____ VCode _____

CC Billing Address _____

Name on Card _____ Signature _____

Please fax this form to (703) 548-3733

Material Shipment

Stacy Bowdring
SETS 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**

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 SETS.

SPI 2017 Media Planner

SPI Event Guide

Ad Size	Color Type	Rate	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$3,250	7 ⁷ / ₈ x 10 ⁵ / ₈ "	8 ⁵ / ₈ x 11 ¹ / ₈ "	8 ³ / ₈ x 10 ⁷ / ₈ "
1/2 Page Island	Full Color	\$2,600	4 ³ / ₈ x 7 ³ / ₈ "	N/A	N/A
1/2 Page Vertical	Full Color	\$2,250	3 ³ / ₈ x 9 ⁷ / ₈ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$2,250	7 ¹ / ₄ x 5"	8 ⁵ / ₈ x 5 ⁵ / ₈ "	8 ³ / ₈ x 5 ³ / ₈ "
1/3 Page	Full Color	\$1,750	4 ³ / ₄ x 4 ⁷ / ₈ "	N/A	N/A
1/4 Page	Full Color	\$1,500	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A
Preferred Positions	Full Color	\$3,800	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	\$4,200	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	\$4,050	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	\$500			



Estimated 10,000 copies distributed to solar energy professionals in registration kits and throughout the convention center. Space deadline - August 11, material deadline - August 15.

SPI Show Daily News

Ad Size	Color Type	1-Time Rate	2-Time Rate	3-Time Rate	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$2,750	\$2,400	\$1,960	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12"	9 ¹ / ₂ x 11 ³ / ₄ "
1/2 Page Island	Full Color	\$1,850	\$1,720	\$1,570	6 ¹ / ₄ x 8 ¹ / ₂ "	N/A	N/A
1/2 Page Vertical	Full Color	\$1,650	\$1,530	\$1,375	4 ¹ / ₄ x 10 ⁷ / ₈ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$1,650	\$1,530	\$1,375	9 ¹ / ₄ x 5 ³ / ₄ "	9 ³ / ₄ x 6"	9 ¹ / ₂ x 5 ⁷ / ₈ "
1/3 Page	Full Color	\$1,300	\$1,220	\$1,100	5 ⁵ / ₈ x 5 ⁵ / ₈ "	N/A	N/A
1/4 Page	Full Color	\$1,100	\$1,060	\$1,000	4 ¹ / ₄ x 5 ³ / ₄ "	N/A	N/A
Business Card	Full Color	NA	NA	\$750	4 ¹ / ₄ x 2"	N/A	N/A
Back Cover	Full Color	\$3,600	\$3,120	\$2,560	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12"	9 ¹ / ₂ x 11 ³ / ₄ "
Inside Cover	Full Color	\$3,440	\$2,980	\$2,450	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12"	9 ¹ / ₂ x 11 ³ / ₄ "

Distributed to solar energy professionals each day—15,000 copies for the event. Publication includes event and education session information as well as solar energy news provided by SEIA and SEPA. Space deadline - August 26, material deadline - September 2.

SPI Exhibit Map

Ad Size	Color Type	Rate	Live Area	Bleed Size	Trim Size
Exclusive	Full Color	\$12,000	3 ¹ / ₄ x 10"	4 x 10 ³ / ₄ "	3 ³ / ₄ x 10 ¹ / ₂ "
Split 1 of 4	Full Color	\$3,500	3 ¹ / ₄ x 2 ³ / ₈ "	N/A	N/A

Estimated 10,000 copies distributed to solar energy professionals in registration kits and throughout the convention center. Includes an advertisement, your company logo on the cover, a highlighted listing in the exhibitor list, and your logo on the exhibit floorplan. Space deadline - August 11, material deadline - August 15.

Solar Power Regional Event Guides

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 "
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"		
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 "

2,500 copies distributed in registration kits and throughout the convention facility. Space deadline - 6 weeks prior to events, material deadline - 1 month prior to events



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Revenue benefits the Solar Energy Industries Association (SEIA) and the Smart Electric Power Alliance (SEPA).