

# 2019 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, 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.

### 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.

**"The WINDPOWER conference is the most power packed few days of the year for the TPI team. Our senior leaders in business development, operations, sourcing and investor relations all have full schedules of meetings for 2.5 days right in our booth on the trade show floor."**

**Steve Lockard,  
CEO of TPI Composites, LLC**



### Top Sectors Represented at WINDPOWER:



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## 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.

## 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.

## 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. 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	728 x 90 dpi	\$1,500 flat rate	\$2,500 flat rate
1 month	WINDPOWER® Leaderboard	728 x 90 dpi	\$1,500 flat rate	\$2,500 flat rate
1 month	WINDPOWER 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 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

*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.*

## 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
Clean Energy Executive Summit	\$300	\$600	\$875	\$1,750

**Interested in sponsoring the app for any or all of the 2019 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	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

<b>Ad Dimensions</b>	400 x 60 pixels	468 x 60 pixels	468 x 60 pixels	125 x 125 pixels
<b>File Size</b>	40 k	40 k	40 k	40 k
<b>File Format</b>	jpg or gif	jpg or gif	jpg or gif	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
WINDPOWER® Leaderboard	728x90	\$7,000	\$10,000
WINDPOWER 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