

# Solar Exchange 2013 Media Kit

## Promote Your Brand on The Solar Marketplace<sup>SM</sup>

Solar Exchange is the leading global solar marketplace facilitating B2B online auctions for direct materials and finished goods. Solar Exchange promotes an organized way of doing business, where companies can collaborate with buyers and sellers, large and small, from anywhere in the world.

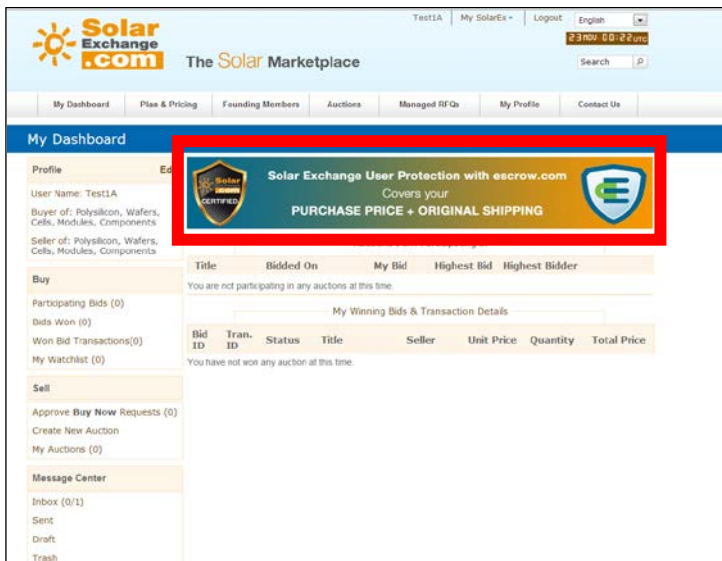
This one-of-a-kind marketplace is rapidly becoming the most visited and comprehensive marketplace for solar professionals. Make Solar Exchange an integral part of your advertising plan.

- ✓ Take advantage of low cost advertising opportunities
- ✓ Reach solar professionals from across the global solar PV market
- ✓ Promote your brand and your products

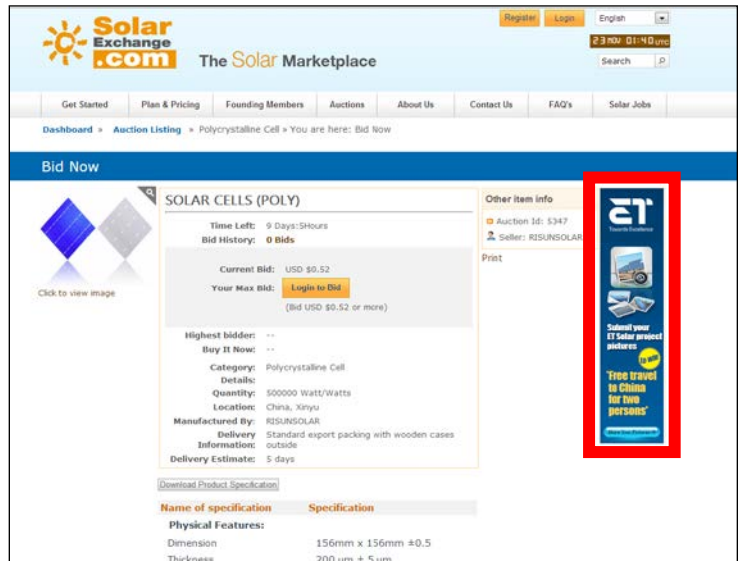
### Placement

To help your organization leverage the power of the Solar Exchange Marketplace, the following advertising opportunities are available:

**Leaderboard - Dashboard Page: 744 x 115**



**Right Skyscraper Bidding Pages: 100 x 400**



### Pricing

Banner Type	Placement	Size (pixels) <sup>1</sup>	Price (3 months) <sup>2</sup>	Price (6 months) <sup>2</sup>
Leaderboard	Dashboard pages	744 x 115	\$2,749USD	\$4,950USD
Right Skyscraper	Bidding pages	100 x 400	\$2,499USD	\$4,499USD

### Technical Specifications

File size limit is 60k. 3X limit on animated materials. Sound off by default. The following file formats are supported:

- Jpg, Gif, Gif (animated), Png

### Rotation and Display Characteristics

Ads rotate randomly after each page refresh based on user's geographical location. Advertisements are displayed based on a visitor's registered category (silicon, wafers, cells, modules, components).

### Want more information?

Please send inquiries to [Advertising@SolarExchange.com](mailto:Advertising@SolarExchange.com).

1 - All banner sizes in pixels, width x height.  
 2 - All prices are net. Price includes one option only i.e. Dashboard or Bidding page.  
 3 - All ads rotate with a maximum of five others.