

WEB AD PLACEMENT

usrea.org



Premier Leader board

Located Bottom Center

Right or Left Center board

Located Right Bottom

Left Center board

Located Left Bottom

The screenshot shows the USREA website homepage with the following elements:

- Header:** Newsletter | Sign-Up (with email input and Submit button), USREA logo, and LOG IN (with email and password inputs, and a link for non-members).
- Navigation:** Membership | Education | Top Ten | Industry Links | Jobs | Store | Industry Awards | Media Center | Calendar | Blog | News | Financing | Recycling
- Main Content:**
 - Welcome:** "Committed to the Growth of Renewable Technologies" with a "Read More" link.
 - BLOG | Top Stories:**
 - "Nominate Your Product of the Year!" (July 7th, 2009 by L. Bunker)
 - "Will Cap & Trade Stall Economy?" (July 7th, 2009 by G. Zack)
 - "View All Posts" button
 - News | Top Stories:**
 - "Mariah Power - New Production Begins"
 - "Unisolar - Making Inroads"
 - "Electric Airplane Files At Last!"
 - "View All Articles" button
- Ad Placements (overlaid on the bottom of the page):**
 - Left Ad:** 3i logo, 90 W x 105 H (ppi)
 - Center Ad:** 325 W x 190 H (ppi), Sponsor: Auto Hybrid
 - Right Ad:** Light bulb icon, 90 W x 105 H (ppi)
- Footer:** Advertising Info | Facebook | Twitter | Linked In | About Us | Privacy Policy | Terms of Use | Contact | Support | Copyright USREA 2003-2009

2009 WEB AD RATES

usrea.org



Premier board	\$3500/mo.
Right or Left Center board	\$1500/mo.
Resource Link w/logo	\$200/mo

Premier board - 325 x 190 pixels (W x H)

Displays front and center/bottom on select Web site pages. Maximum file size: 40 KB at 72 ppi.

Right or Left Center board - 90 x 105 pixels (W x H)

Displays lower Right or Left of Center on select web pages. Maximum file size 30 KB at 72ppi.

Acceptable Web banner formats include: JPG, GIF and SWF.

Ad Construction

Improve your ad's performance by maintaining font data. Avoid flattening or rasterizing Photoshop images; do not convert fonts to outlines in vector programs.

File Formats

Adobe Acrobat PDF files are preferred by using PDF/X-1a settings. This setting is a standard export preset in many graphic design programs. By using the PDF/X-1a settings, structural problems will be revealed and any problems with the ad. Please embed all fonts within the PDF document. If you have trouble creating PDF/X-1a files or if you must submit your ad in any other file format, please contact us at advertising@usrea.org.

Submitting Ads

Please include your company name and the specific publication date in your ad file name.

Upload your ad to our FTP site using the following log-in information:

URL: [ftp.usrea.org](ftp://ftp.usrea.org)

User ID: ftpusa

Password: Solar1

Folder: WebAds

Email advertising@usrea.org once your ad has been posted to the FTP site.

Ad Sales: 810-359-2250