

Spring Digital

Editorial Focus:

- International Innovations
- New Products Guide

Advertising Bonus: Guaranteed inclusion in the Annual Guide to New Products, complete with color photo at no charge

Summer Digital & Print

Editorial Focus:

- Designing PV into Facades
- Trends in PV Materials
- Working with Architects

Advertising Bonus: Free upload or e-mail list usage (we mail) OR Free proprietary research question—a \$1,200 value

Bonus Distribution: AIA Convention; Intersolar North America

Fall Digital & Print

Editorial Focus:

- Processing Technology and Machinery
- New Technology for Parabolic Mirrors
- BIPV

Advertising Bonus: Free advertisement of the same or smaller size in our *Solar Glazing*-digital "Only On" section (please note this section is not audited)

Bonus Distribution: GlassBuild America; Vitrum; Green-Build; Solar Power International

Winter Digital

Editorial Focus:

- Annual Buyer's Guide
- Industry Forecast

Advertising Bonus: Free enhanced listing in the Buyer's Guide—includes color logo and enhancements at no charge—a \$1,350 value

calendar **2010 Solar Glazing** Editorial Content by Issue



Each Issue Includes Dedicated Solar Glazing Information

Regular feature articles in *Solar Glazing* will provide insight into the fabrication techniques for and challenges of solar glazing products; developments with the machinery used to process these products; and the landmark projects into which these products are installed.

Also in each issue, expect regular columns and departments walking you through the latest in equipment and machinery, finished products and projects, industry news and events.

Columns

Solar Insights—Rotating columnists share their knowledge about all aspects of solar glazing.

Guestbook—Most anyone can share an opinion on industry topics, changes and concerns.

Departments

Solar Watch—The latest company news

The Rules—Updates on building legislation and codes relevant to the solar industry

Around the World—International updates

Solar Showcase—Spotlighting some of the best new products in the business

Shooting Stars—Industry personnel changes of note and one-on-one interviews with industry experts

On the Horizon—An up-to-date calendar of events

On the Road—Show, conference and event spotlights

Advertising Sections

Classifieds—a great place to buy and sell used merchandise, look for new employees, sell a business and more.

Marketplace—a back-of-the-book buyers' guide section that allows listings and columnar display ads under a variety of product categories, as well as sections for:

- Galleries
- Websites to watch

Listings are \$325 per listing per year.

Additional space is \$300 per column inch per year.

inside

Deadlines

Spring Digital

Editorial

February 24, 2010

Advertising

March 10, 2010

Summer Digital and Print

Editorial

April 21, 2010

Advertising

May 5, 2010

Fall Digital and Print

Editorial

August 25, 2010

Advertising

September 8, 2010

Winter Digital

Editorial

October 20, 2010

Advertising

November 3, 2010



Editorial Calendar