



# **NOVUS MEDIA TODAY**

DELIVERING TODAY'S GLOBAL **GREEN** TECHNOLOGY NEWS, TODAY

**MEDIA KIT**

## 2012 Solar Novus Today Editorial Calendar

Every day, the editors of *Solar Novus Today* put the world of solar energy at your fingertips with information, insight and inspiration.

<b>January</b>	A Look Back at Solar in 2011 Marketing Solar Optics and Vision Solar in Latin America Case Study	
<b>February</b>	Research Trends in Energy Storage Testing and Certification Issues Racking and Mounting PV Solutions in Australia Solar Solution	Solarcon Korea 2012 Seoul, Korea CIPV EXPO China 2012 Beijing, China PV Expo Japan Tokyo, Japan
<b>March</b>	Advances in CPV Feed-in Tariffs Inverters and Power Electronics Embracing Solar in Japan Case Study	MIT Energy Conference Boston, MA USA PV America 2012 San Jose, CA USA Solarcon China Shanghai, China 7th AsiaSolar PV Industry Exhibition Shanghai, China
<b>April</b>	Crystalline Silicon Update Funding Issues Smart Grid Tools Solar Job Training Solar Solution	Intertech Photovoltaics Summit 2012 San Diego, CA USA Intertech Concentrating Solar Thermal Power 2012 San Diego, CA USA
<b>May</b>	Research Update: Thin Film Title Insurance for Solar Installations Building Integrated PV Products Focus on China Case Study	World Renewable Energy Forum/ASES Annual Meeting Denver, CO USA SNEC International Photovoltaic Power Generation Conference & Exhibition 2012 Shanghai, China
<b>June</b>	Advances in Energy Storage Wiring and Connectors Solar Thermal Products Rise and Fall of European FiTs Solar Solution	InterSolar Europe 2012 Munich, Germany
<b>July</b>	PV Cells & Modules: Technical Update Solar's Role in Electric Vehicle Industry Tracking Tools & Techniques Solar in the US Case Study	InterSolar North America 2012 San Francisco, CA USA
<b>August</b>	Advances in Solar Heating and Cooling Research Funding for Solar Solar Car Ports German PV Manufacturing Solar Solution	PV Guangzhou 2012 Guangzhou, China
<b>September</b>	PV Measurement and Control Solar Decathlon Europe Inverters and Power Electronics Solar in Europe Case Study	Solar Power International Orlando, FL USA 27th EU PVSEC Frankfurt, Germany
<b>October</b>	Production Techniques Project Development and Financing Issues Batteries Leading US Solar States Solar Solution	
<b>November</b>	Inspection and Metrology Legal Challenges PV Software Focus on India Case Study	SOLARCON India Intersolar India 2012 Mumbai, India 12th SOLAR PV China & PVSEC-22 Hangzhou City, China
<b>December</b>	Coatings Recycling Standards in PV Industry Installation Tools and Techniques Solar in Canada Solar Solution	Solar Canada 2012 Toronto, Canada Intersolar China 2012 Beijing, China

Please visit our website for a complete listing of the shows we proudly sponsor: [www.SolarNovus.com/SponsoredShows](http://www.SolarNovus.com/SponsoredShows)

# A Sampling of Articles currently featured on *Solar Novus Today*:

## Business:

### Selling Solar in India

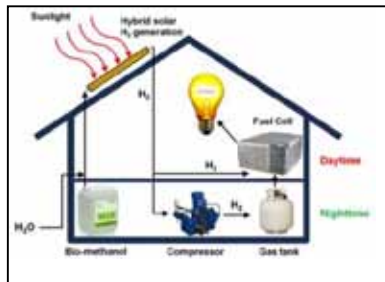
Contributing Editor Nilesch Jadhav writes about the need in India for entrepreneurs to take on a greater role than the government in helping the country adopt solar. He also discusses some of the inherent challenges, including readily available financing.



## Research:

### Hybrid System Makes Rooftop Hydrogen from Sunlight

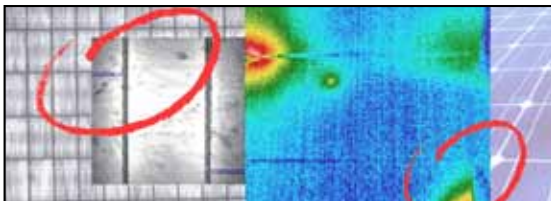
Research Reporter Nancy Lamontagne reports on a hybrid system developed at Duke University that uses sunlight to heat water and methanol on a rooftop, which produces hydrogen after two catalytic reactions. Stored in fuel cells, the hydrogen can be used as an energy source.



## Applications:

### Automation in Solar Panel Production

European Editor Robert Molenaar summarizes that "the key to reducing production costs and achieving high quality standards is automation." He also describes how today's technologies in camera, inspection and simulation systems can increase solar cell production while maintaining product quality.



## Politics & Policy:

### Government Policies and the Economics of Solar

Sydney Kaufman, Contributing Editor, looks at how the economic policies in different countries have affected photovoltaic and concentrating solar power installations, and warns that "the complete economic ramifications have yet to fully develop."



## Blog:

### China Readies for Solar Feed-in Tariff

In this guest blog, Andrew Beebe, Chief Commercial Officer of Sun-tech, considers the announcement of China's feed-in tariffs both as evidence of the country's intention to become a major solar consumer and as a good start toward its goal of 10GW by 2015.



## Case Study:

### Solar on a Commercial Rooftop

Managing Editor Anne Fischer writes about her conversation with Langan Energy about an 80-kilowatt PV system that the company installed on a commercial rooftop in New Jersey, USA, including recouping costs through grants and incentives, challenging weather conditions, warranties and more.



## Solar Solution:

### Winery Takes Hybrid Approach

Wine making uses vast quantities of water so, for sustainability-minded Sonoma Wine Company, this presented a problem. Managing Editor Anne Fischer writes about the solution they found in Cogena's hybrid/thermal system that produces both electricity and hot water from the same unit.



*Solar Novus Today* ([www.solarnovus.com](http://www.solarnovus.com)) has quickly become the solar industry's key source for information that is targeted, relevant and timely. Along with its newsletter, *Solar Flares*, *Solar Novus Today* combines the strengths of traditional journalism with today's online technology to provide insightful, original reporting and in-depth news and analysis. With editors around the world, only *Solar Novus Today* can deliver local news with a global perspective:

- Access to the leading manufacturers—new products, company mergers and strategic moves
- Up-to-date information on government subsidies, market trends and new policies
- The practical details of the technologies that drive the solar industry, including insightful case studies and applications
- The important market trends contributing to the successes of tomorrow
- An inside look at the leading research communities and how they are moving the solar industry forward



Our recent reader survey confirms that *Solar Novus Today* consistently delivers:

- What the solar industry leaders and decision makers want to know – when, where and in the format they most prefer
- Readers who frequently visit the site -- many up to seven days a week -- and consistently spend a significant amount of time on the site
- A highly informed, global and growing readership



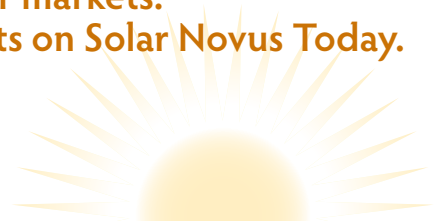
## ***Solar Novus Today* provides comprehensive coverage of the entire solar industry.**

Our focus -- green -- is a topic of enormous interest, concern and opportunity to everyone on the planet. Not surprisingly, our editors work from and cover every major continent, providing original editorial with local knowledge and global perspective.

That is why *Solar Novus Today* is quickly becoming the leading on-line resource for all things solar:

- Research & Development news and trends
- Venture capital investment
- PV supply chain analysis
- Government subsidies and feed-in tariffs
- Solar technology
- New Products
- Market trends
- Manufacturing trends
- New startups and IPOs

**Breaking news. In-depth coverage. Insightful analysis.**  
**Key issues. Major markets.**  
**The sun never sets on Solar Novus Today.**



## Solar Novus Today Banner Advertising 2012 Rates

Frequency/Monthly Rates	1x	3x	6x	12x	24x	36x
LEADERBOARD (728x90)	\$795	\$755	\$716	\$676	\$636	\$596
MED. RECTANGLE (300x250)	520	494	468	442	416	390
WIDE SKYSCRAPER (160x600)	430	409	387	366	344	323
FULL BANNER (468x60)	420	399	378	357	336	315
SQUARE BUTTON (125x125)	180	171	162	153	144	135

## Solar Flares Newsletter Sponsorships

Monthly Rate (2 Issues/Mo)	1x	3x	6x	12x	24x	36x
FULL BANNER (468x60)	\$300	\$285	\$270	\$255	\$240	\$225
SQUARE BUTTON (125x125)	150	143	135	128	120	113
Recommended Packages	1x	3x	6x	12x	24x	36x
PREMIUM HIGH IMPACT	\$1840	\$1635	\$1534	\$1432	\$1329	\$1227
HIGH IMPACT	1390	1235	1159	1082	1004	927
PRODUCT IMPACT	990	935	880	770	715	660

- Premium High Impact: Leaderboard, Wide Skyscraper, Medium Rectangle, Newsletter Full Banner
- High Impact: Leaderboard, Full Banner, Square Button, Newsletter Square Button
- Product Impact: Wide Skyscraper, Medium Rectangle, Newsletter Square Button

Novus Media Today is committed to providing unmatched editorial quality to its readers. And unmatched value to its advertisers. Whether you are advertising in *Solar Novus Today*, *Solar Flares* or any and all future Novus Media Today publications, your investment is always aggregated and credited to your overall frequency rates.

All rates above are for a calendar month  
Frequency rates apply to a 12 month period

***Solar Novus Today* offers a comprehensive array of advertising options to fit all objectives and any budget.**

**Leaderboard:** Top and bottom of the page positions dominate every page for maximum impact.

**Wide Skyscraper:** The largest unit, it sits adjacent to top editorial on the left side of all pages except home.

**Medium Rectangle:** Strong mid-page presence in a much-viewed area of the right column.

**Full Banner:** Powerful presence just below key summaries.

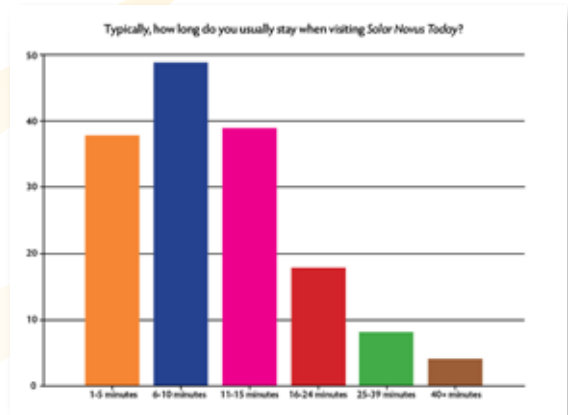
**Square Button:** Creates excellent brand recognition in right column.



## Meet Our Readers

A recent online survey of our readers provided a clear portrait of who is coming to our site – and why. Details can be viewed at [www.SolarNovus.com/Survey](http://www.SolarNovus.com/Survey). Here are some highlights:

- Senior-level decision makers with purchasing authority across a wide range of solar products and services.
- Geographically dispersed. North America. Europe. China. Australia. The Middle East.
- Dedicated readers who find what they need to stay informed. First thing Monday. Multiple times a week. In the office. At home. On the road.
- They download stories for later. They forward stories to their associates. They come to the site early, often and stay long.



- The content and form of our site -- crisp stories, well organized and enhanced by photos -- are a perfect match to their preferences. They also stated that the advertising formats we offer are the type they favor -- and to which they respond.

Perhaps most important: our readership has more than doubled in the past year and continues to grow briskly. We proudly invite you to view our readership data on our website at [www.SolarNovus.com/Stats](http://www.SolarNovus.com/Stats) where they are updated on a regular basis.

## Advertising on the web

Those not actively or extensively using the web as part of their advertising plans are urged to consider this: The Internet is an increasingly essential part of life for professionals. The web is quickly becoming the predominant source of information and means of doing business.

The prestigious Forrester Research company estimates that by 2016 advertisers will spend almost \$77 billion – 35% of their total budgets – online. *Forbes* estimates that online spending will surpass TV spending that same year. And that's just in the US. During the period of 2007-2011, Central and Eastern Europe, the Middle East/Africa and Asia/Pacific (excluding Japan) experienced the fastest growth in Internet ad spending with a CAGR of 42.1%, 29.8%, and 25.4%, respectively.

No longer can the web be considered an advertising afterthought. For more and more advertisers it is where they begin.

## Target Markets

*Solar Novus Today* targets business leaders who develop, use, commercialize and install solar photovoltaic and concentrating solar energy products.

- Senior management
- Engineers
- Scientists
- Integrators

Only *Solar Novus Today* covers all aspects of the global solar power industry:

- Products
- Manufacturing
- Test and measurement
- Business
- Government policy

## Benefits to advertisers

Global, involved readers. Efficient (targeted). Effective (decision makers). Proven (growing daily).

## NOVUS MEMBERSHIP TIER PROGRAM

The Novus Membership Tier program allows you to enjoy significant frequency discounts. As you move up through the Green, Silver and Gold levels you earn extra bonuses that last a full year.

**NOVUS GREEN**  
\$4000-\$7999 p.a.  
10% discount

**NOVUS SILVER**  
\$8000-\$11,999 p.a.  
15% discount

**NOVUS GOLD**  
\$12,000+ p.a.  
20% discount

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# Welcome to Solar Novus Today

**Solar Novus Today** is your site, so all suggestions for improvements that would better meet your needs are welcome. Please send your comments and suggestions to [info@novustoday.com](mailto:info@novustoday.com). We would love to hear from you.

## Editorial Team



**Anne Fischer**  
Managing Editor

A seasoned journalist specializing in technology, Anne wrote the highly acclaimed "GreenLight" section in Photonics Spectra magazine, focusing on environmental sustainability through technology. During the 1990s she was a freelance technology writer for magazines, market research firms and web sites including Fortune, PC World, and CNET. She has written three books on computers and technology and was managing editor of McGraw-Hill's BYTE magazine, which she brought into the age of desktop publishing. Anne tries to "live green" in her daily life; telecommuting from her small town in New Hampshire, volunteering at a weekly community supper, working on her town's Conservation Commission and enjoying kayaking, skiing, hiking and gardening.

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**Drs. Robert Molenaar**  
European Editor

Robert received a Master's degree in astronomy and physics from Utrecht University. During his research work there he contributed to the development of spectroscopic and photometric measurement instruments for the observation of binary stars. In Robert's career as a technical journalist he was the Managing Editor of EuroPhotonics magazine for many years. He also founded Molenaar Optics, an engineering and consultancy company in The Netherlands. In both Robert's business and private life, green technology plays a special role. His dedication to optical and laser technologies is leading to a continuous stream of challenging applications for improving the environment. Robert lives in The Netherlands where he enjoys boating, gardening and reading.

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**Nancy Lamontagne**  
Contributing Editor - US

Nancy has written about science and technology for more than a decade. She has held management positions at industry-leading B2B magazines and writes for high-tech companies, science web sites and the journals of the American Chemical Society and John Wiley & Sons. She holds degrees in science communication and biology. Nancy is a member of the National Association of Science Writers and the Science Communicators of North Carolina. Nancy loves outdoor activities such as biking and hiking and volunteers at the Museum of Life and Science in Durham, NC, where she leads visitors in hands-on scientific experiments.

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**Rob Bogue**  
Contributing Editor - UK

Rob is a physicist with a strong background in environmental sciences. After serving as a technical advisor to the UK Environment Agency, he spent the first part of his career in industrial R&D where he developed an enduring interest in sensors and instrumentation. He is a veteran writer and consultant—and has delivered nearly 200 presentations and publications over the past 25 years. Rob is based in the UK on the edge of Dartmoor in Devon, where he treks the mountains in his free time.

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**Eliane Maingard**  
Correspondent - Latin America

Born in Bordeaux, France, Eliane now lives in the vibrant city of Buenos Aires, Argentina. Her business career has ranged from real estate to, more recently, importing machinery with applications in the food and biotech industries. She is passionate about green technology, and strives to educate the less fortunate on greener ways of living. She enjoys riding horses, painting and gardening. She is also involved in charity work dedicated to teaching the poorest communities the benefits of recycling. Eliane is fluent in French and Spanish.

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**Andreas Breyer**  
Contributing Editor - Germany

Andreas started his writing career during his assignment at the German Association for Motor Trade and Repairs, where he contributed a multitude of articles in the business field for several national and international magazines. He is co-author of a management book for the automotive retail business. Currently, he is a market research consultant with the European Machine Vision Association (EMVA). He also writes about the automotive and energy technology industries, in particular the research activities in the field of electric vehicles. His British convertible sports car is a testament to the lack of affordable electric vehicles. He is a passionate reader and likes to work off his affinity toward good food – whether from his own kitchen or someone else's – by riding his bike, playing badminton and running half marathons.

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**Jiang Zhu**  
Contributing Editor - China

Jiang is a PhD candidate from the Department of Optical Science and Engineering, Fudan University in Shanghai, China. His research interests focus on the photoluminescence of nanocrystalline silicon and its optical gain. Photoluminescence--the conversion of light frequency or the spectrum reformation--can be used to improve the efficiency of solar cells. He was the leader of Yanyuan drama group and he also enjoys basketball.

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**Sydney Kaufman**  
Contributing Editor - US

After receiving a B.Sc. from McGill University, Sydney worked on rural energy issues in Alaska. She is currently a PhD candidate in chemical physics at the University of Colorado/Boulder working on basic research for renewable energy. She has been a co-director of the Forum on Science Ethics and Policy (FOSEP) since 2010. In her free time Sydney enjoys hiking around Colorado with her dogs, skiing and reading in her backyard.

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**Jane E. Morrill**  
Special Projects Editor

A resident of Colorado, the epitome of "green," Jane has spent most of her career in technology journalism. As an editor for BYTE magazine, Windows NT Magazine, and SAP Professional Journal, she edited highly technical computer publications and served as launch editor and managing editor on various magazines and newsletters, both print and online. Jane has been part of the environmental movement since the 1970s and in her non-working life she tries to follow an organic lifestyle. She loves to read and learn new things and is addicted to the Colorado Mountains.

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**Andrew Williams**  
Contributing Editor - UK

A freelance journalist based in Cardiff, Wales, UK, Andrew holds an M.Sc. in Sustainability and Environmental Policy and has more than ten years experience in researching and writing about green technology and renewable energy. He has worked as a research associate at Cardiff University focusing on sustainable consumption and production. Apart from keeping fit chasing after his two young children, Andrew loves running and biking in the Welsh countryside, reading and cooking spicy foods. He is also a long-suffering supporter of the Welsh football and rugby teams.

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**Jonathan Gourlay**  
Contributing Editor - US

With more than 20 years of editing and writing experience for newspapers and magazines, Jonathan was most recently senior content manager at Desktop Engineering magazine where he wrote and edited articles for design engineers in the manufacturing and process industries. Jonathan lives in rural New Hampshire where he enjoys all things "green" including skiing, hiking and biking. He hopes to one day install solar on his south-facing roof.

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**Nilesh Jadhav**  
Contributing Editor - India

In addition to contributing outstanding coverage of the Indian and Asian markets, Nilesh runs his own consultancy and marketing business in Singapore. He holds a master's degrees in Technological Design (Delft University) and a MBA (University of Bradford). He has more than 10 years of experience in technology, manufacturing and supply management functions mostly in the petrochemical industry. An avid solar energy enthusiast, his mission is to contribute to the advancement of solar energy in the developing world. He is a silver member of the International Solar Energy Society (ISES) and member of the Sustainable Energy Association of Singapore (SEAS). Born in India, he currently lives in Singapore.

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