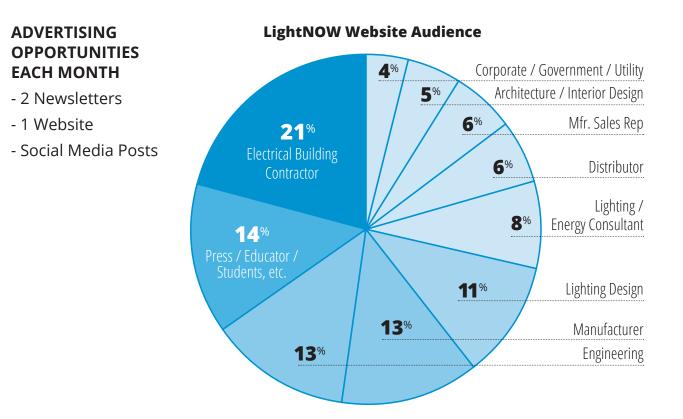
ILLUMINATED BY LIGHTING SOLUTION

2022 RATE CARD

One of the most targeted ad buys in the lighting industry. Your company's advertising appears through two media channels: bi-weekly e-newsletter **delivered to 13,000+ lighting professionals** and on the LightNOW website.



BI-WEEKLY NEWSLETTER THAT PUBLISHES ON THE 15TH & END OF EACH MONTH, FEATURING:

- Awards
- Case Studies
- Codes + Standards
- Construction + Economy
- Daylighting
- Editor-Enhanced Product Stories
- Education + Resources
- Energy + Environment
- Events

- Insights and Intelligence
- Interviews + Opinion
- LED + SSL
- Legislation + Regulation
- Light + Art
- Light + Health
- Lighting Design
- Lighting Industry
- New Products

- People in Lighting
- Philanthropy & Community Service
- Press Releases
- Products + Technology
- Research
- Trade Show News
- White Papers
- Women In Lighting

2022 RATE CARD LIGHT**NOW**

This Week's Sponso

Your ad

in

WEBSITE: www.lightnowblog.com

EDUCATION + RESOURCES

EVENTS LIGHTING INDUSTRY

One of the most targeted ad buys in the lighting industry. Your company's advertising appears through two media channels: bi-weekly e-newsletter **delivered to 13,000+ lighting professionals** and on the LightNOW website.

WEBSITE - TOP POSITION AD 1 X \$595 / 3X \$505.75 / 6X \$476

Postings of curated headlines and original content by David Shiller with contributions by Craig DiLouie, LC and other lighting industry experts. Your ad resides in the top position on the LightNOW home page and on each blog post as well as archived stories for the two-week run. Ads are linked to your designated webpage.

Endeavor Business Media Announces Launch of LightSPEC Regional Lighting Events in 2022 appears at 1 the top of the DAVID SHILLER - JANUARY 11, 2022 DAVID SHILLER - JAKUARY 11, 2022 Endeavor Dusiness Media announces the launch of LightSPEC West and LightSPEC Midwest, two highly-langeted regional avent providing lighting electation and selections to buyers and specifiers of commercial, architectrus, industrial, and high-end residential and decontaive lighting products, controls, and technologies. A LIGHTNOW WEBSITE LightNOW website. 1 Your ad appears at the top of the Follow Blightnowblog LightNOW website for 2 weeks. 6 Exclusive! Banner Ads: 300 x 150 — JPEG, GIF, PNG PRODUCTS + TECHNOLOGY 2 Appear in URL of selected webpage for link Product Monday: Focal Point Launches Acoustic Ceiling & all 7 spots Luminaire System product press release featured in a Product Monday post. . DAVID SHILLER · JANUARY 10, 2022 2 Your chosen product press release Acoustic luminaires have become a common offering for architectural lighting manufacturers, however, Focal Point, a brand of Legrand, has launched a complete acoustic ceiling system with integrated lighting. featured in a Product Monday post. Product Photo: 540 x 540 — JPEG, GIF, PNG Product Description: 100 words URL of selected webpage for link **Bi-Monthly Newsletter NEWSLETTER WEEKDAY** — exclusive advertiser B R in a bi-weekly newsletter (publishes 15th & end of each month) LIGHTING SOLUTION 3 Your ad appears as the exclusive advertiser at the top of the selected newsletter edition. Newsletter Ad: 600 x 165 — JPEG, GIF, PNG URL of selected webpage for link with a link to your company or product 3 4 Your company name is listed in the newsletter header. **C** SOCIAL MEDIA— Your press release is posted Your company THE MONTH YEAR ISSUE 1/2 OF LIGHTNOW name is listed in on our social media accounts. IS BROUGHT TO YOU BY COMPANY NAME Δ the newsletter Image: 800 x 800 — JPEG, GIF, PNG header. URL of selected webpage for link WEBSITE – EXCLUSIVE **Social Media** \$868 (20% discount - \$1,085)

All of the above PLUS

6

Your ads (and only your ads) run in all three positions on the website for the two-week run. Ads can be linked to three different webpages if requested.

Banner Ads: **300 x 100** — JPEG, GIF, PNG URL of selected webpage for link

2022 RATE CARD LIGHT**NOW**

One of the most targeted ad buys in the lighting industry. Your company's advertising appears through two media channels: bi-weekly e-newsletter **delivered to 13,000+ lighting professionals** and on the LightNOW website.

WEBSITE: www.lightnowblog.com

HOME	CONTACT	THE BUZZ SUBSCRIBE TO THE I	LIGHTNOW NEWS/LETTER
		EVENTS New date: Light + Building Autumn Edition 2022 DAVID SHILLER - JANUARY 14, 2022 Light - Building Autum Edition will be held in	This Week's Sponsor
		Franklurt am Main from October 2-6, 2022.	Search
		CONTROLS WIIGCIE PRODUCTS + GE Lighting L Smart Lamps DAVID SHILLEF Bottom	6
		Cync, powered by (previously called announced 11 nei Consumer Electro	0
			Reserved for Internal promotions
		ENERGY + ENVIRONMENT	
		LEGISLATION + REGULATION Cities Getting Serious About Light Pollution DAVID SHILLER · JANUARY 12, 2022	Reserved for Internal promotions
		New York City enacted two new laws aimed at curbing light pollution for City-owned	Categories
		properties. The proposed legislation allows for exemptions for landmark buildings – enabling	Awards
		the Empire State Building's color-changing fixtures to continue illuminating the top 30	Codes + Standards
		stories.	Construction + Economy
		EDUCATION + RESOURCES	Controls Craig's Lighting Articles
		Endeavor Business Media	Daylighting
		Announces Launch of LightSPEC Regional Lighting Events in 2022	Education + Resources

WEBSITE - MIDDLE POSITION AD 2 week run \$295

6 Weekday postings of curated headlines and original content by David Shiller with contributions by Craig DiLouie, LC and other lighting industry experts. Your ad resides in the middle position on the LightNOW homepage and on each blog post as well as archived stories for the two-week run. Ads are linked to your designated webpage.

Website Specifications Banner Ads: 300 x 100 — JPEG, GIF, PNG URL of selected webpage for link

WEBSITE – BOTTOM POSITION AD 2 week run \$195

Weekday postings of curated headlines and original content by David Shiller with contributions by Craig DiLouie, LC and other lighting industry experts. Your ad resides in the bottom position on the LightNOW homepage and on each blog post as well as archived stories for the twoweek run. Ads are linked to your designated webpage.

Website Specifications

Banner Ads: **300 x 100** — JPEG, GIF, PNG URL of selected webpage for link

A complimentary graphics service is included with our advertising program.

Please use the guidelines if you are supplying your own ad materials.

Questions?

Contact: Suelynn Shiller 412.390.7503 suelynn@lightingsold.com

LightNOW Special Products Issues

1X \$250/ 2X \$225 / 4X \$200

Distributed to 13,000+ subscribers prior to major industry events, LEDucation, LightFair, ArchLight Summit and a special Winter edition. Your product image and a 100-word description appear with a link to the product page on your website.

2022 Schedule:

LEDucation LightFair ArchLight Summit Winter Issue March 15 & 16 June 19–23 September 15 & 16 November 7

Special Products Issue Specifications Product Photo: **540 x 540** — JPEG, GIF, PNG Product Description: 100 words URL of selected webpage for link / Booth # if applicable