

LIGHT NOW

ILLUMINATED BY



**LIGHTING SOLUTION
DEVELOPMENT**

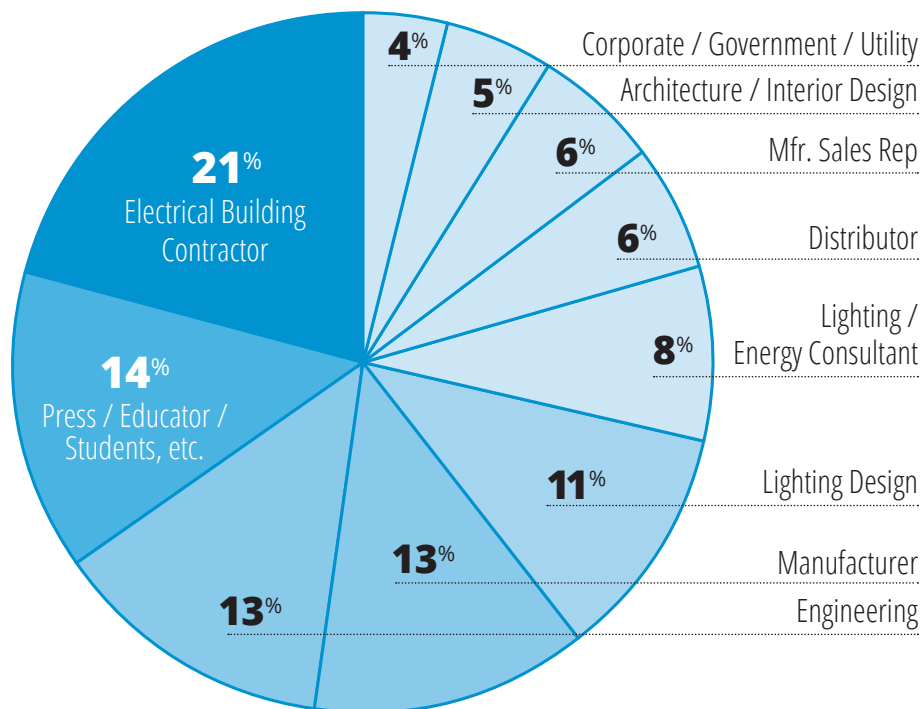
**2022
RATE
CARD**

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.

ADVERTISING OPPORTUNITIES EACH MONTH

- 2 Newsletters
- 1 Website
- Social Media Posts

LightNOW Website Audience



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

- | | | |
|-----------------------------------|-----------------------------|------------------------------------|
| - Awards | - Insights and Intelligence | - People in Lighting |
| - Case Studies | - Interviews + Opinion | - Philanthropy & Community Service |
| - Codes + Standards | - LED + SSL | - Press Releases |
| - Construction + Economy | - Legislation + Regulation | - Products + Technology |
| - Daylighting | - Light + Art | - Research |
| - Editor-Enhanced Product Stories | - Light + Health | - Trade Show News |
| - Education + Resources | - Lighting Design | - White Papers |
| - Energy + Environment | - Lighting Industry | - Women In Lighting |
| - Events | - New Products | |

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.

A LIGHTNOW WEBSITE

- 1 Your ad appears at the top of the LightNOW website for 2 weeks.
Banner Ads: **300 x 150** — JPEG, GIF, PNG
URL of selected webpage for link
- 2 Your chosen product press release featured in a Product Monday post.
Product Photo: **540 x 540** — JPEG, GIF, PNG
Product Description: 100 words
URL of selected webpage for link

B NEWSLETTER WEEKDAY — exclusive advertiser in a bi-weekly newsletter (publishes 15th & end of each month)

- 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
- 4 Your company name is listed in the newsletter header.

C SOCIAL MEDIA — Your press release is posted on our social media accounts.

Image: **800 x 800** — JPEG, GIF, PNG
URL of selected webpage for link

WEBSITE – EXCLUSIVE

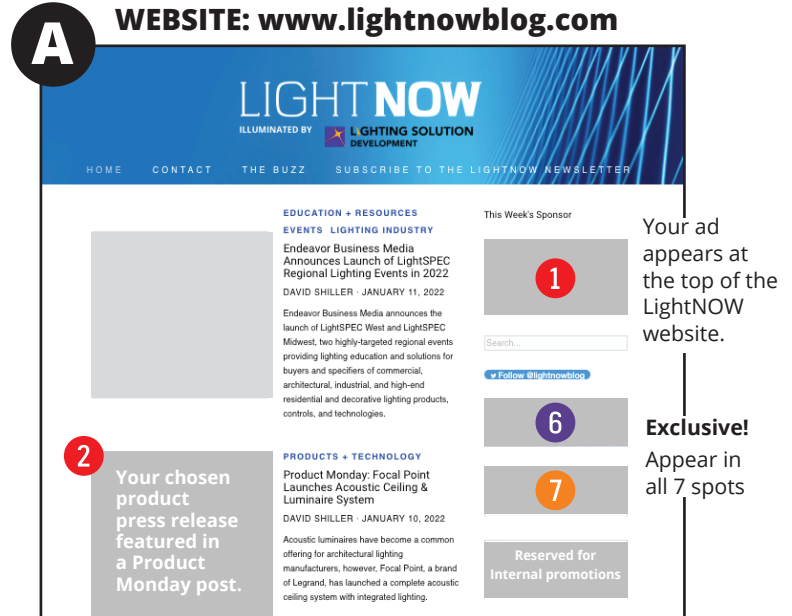
\$868 (20% discount - \$1,085)

All of the above PLUS

- 6
- 7 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

WEBSITE: www.lightnowblog.com



B Bi-Monthly Newsletter

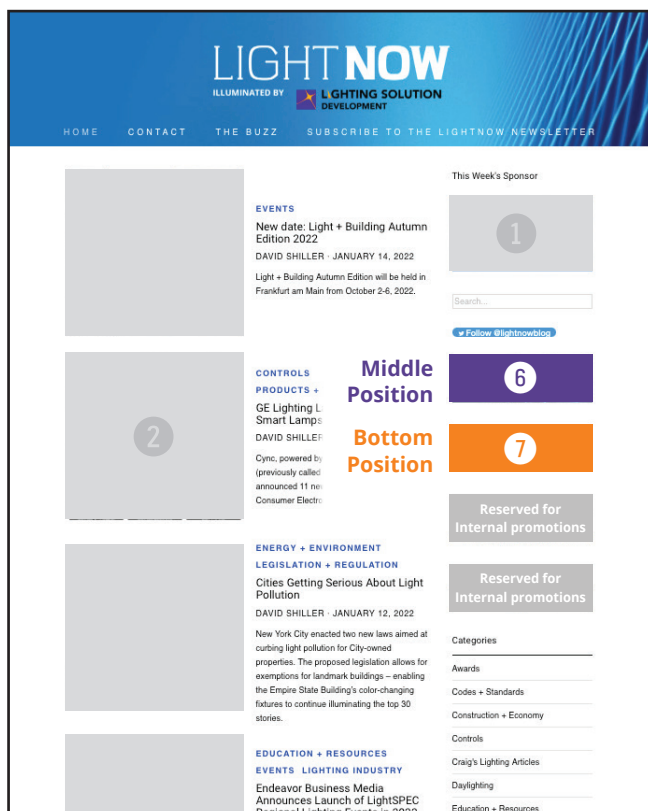


C Social Media



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



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

- 7 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 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

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