

# LIGHT NOW

ILLUMINATED BY



**LIGHTING SOLUTION  
DEVELOPMENT**

**2023  
RATE  
CARD**

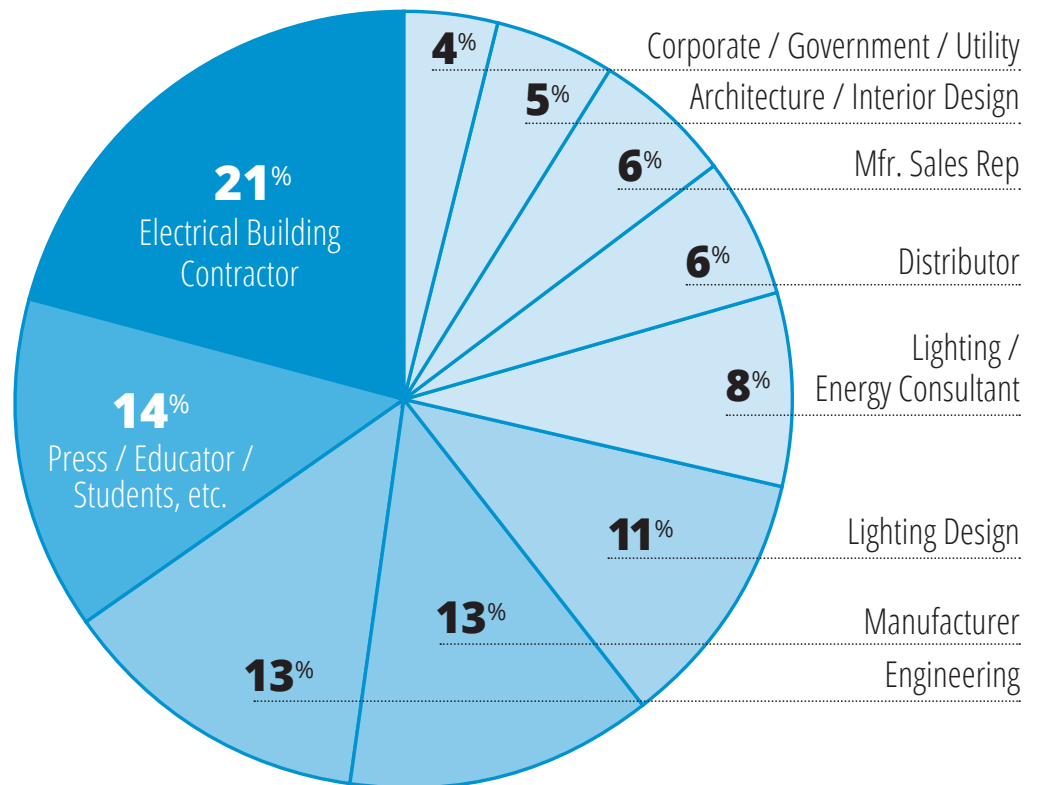
One of the most targeted ad buys in the lighting industry. Your company's advertising appears through two media channels: an e-newsletter delivered to **15,000+** lighting professionals and on the LightNOW website.

## LightNOW WEBSITE AUDIENCE

### ADVERTISING OPPORTUNITIES

- Newsletters
- Website
- Press Releases
- Career Posts

Postings of curated headlines and original content by David Shiller with contributions by other lighting industry experts.



### NEWSLETTER, FEATURING:

- |                          |                         |                            |                                    |
|--------------------------|-------------------------|----------------------------|------------------------------------|
| - Agriculture            | - Education + Resources | - Legislation + Regulation | - Philanthropy & Community Service |
| - Awards                 | - Energy + Environment  | - Light + Art              | - Products + Technology            |
| - Codes + Standards      | - Events                | - Light + Health           | - Research                         |
| - Construction + Economy | - Interviews + Opinion  | - Lighting Design          | - Women In Lighting                |
| - Dark Sky               | - Jobs                  | - Lighting Industry        |                                    |
| - Daylighting            | - LED + SSL             | - People in Lighting       |                                    |

## BANNER BUNDLE

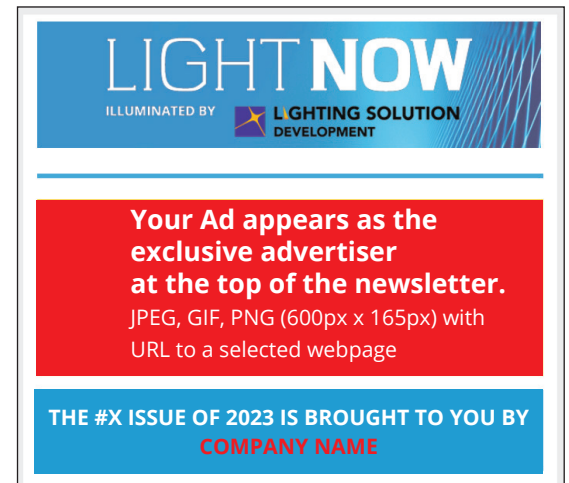
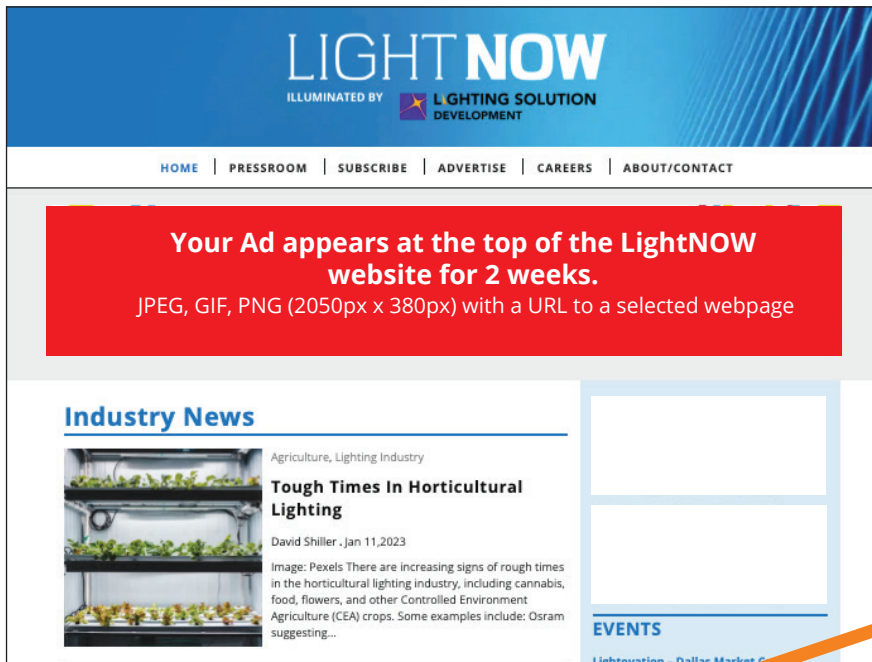
1 x \$595 | 3 x \$505.75 (\$1,517.25) | 6 x \$476 (\$2,856)

## Website Banner

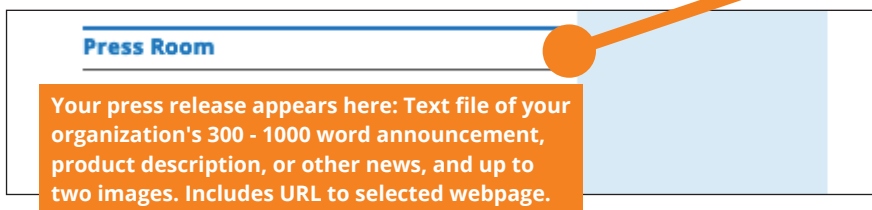
Your AD (2050px x 380px) resides in the top Banner position on the LightNOW home page and on each blog post as well as archived stories for the two-week run. Ads are linked to your designated webpage.

## + Newsletter Banner

Your **Exclusive** AD (600px x 165px) resides in the top position of the biweekly newsletter. Ads are linked to your designated webpage. Your company name will be listed as a sponsor.

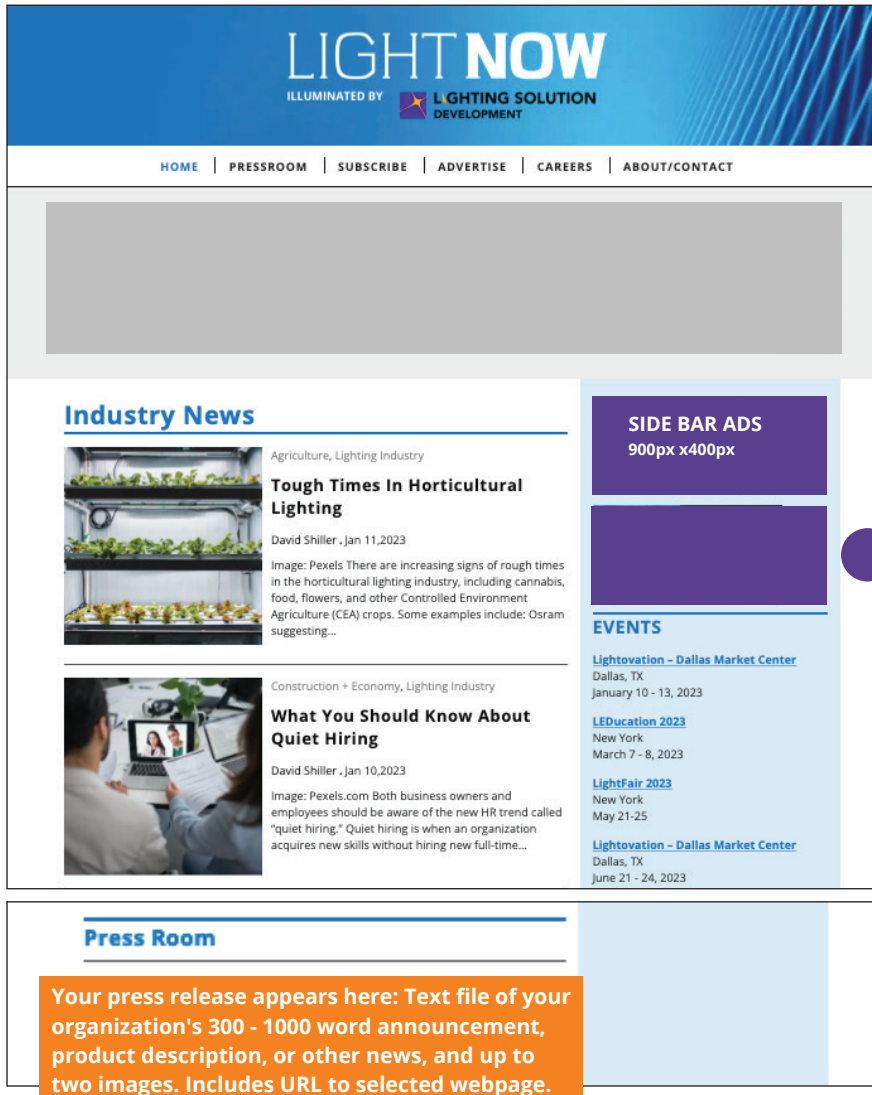


**FREE Press Release**  
placement with each  
Banner Bundle purchase!



**Let's get started building your LightNOW bundle for 2023.**  
Contact [Suelynn](mailto:suelynn@lightingsold.com) TODAY to lock in your preferred dates and bundle pricing!

# SIDEBAR BUNDLE



## SIX (6) WEBSITE SIDE BAR ADS

Keep your brand top of mind for LightNOW readers with our effective and affordable side bar ads. JPEG, GIF, PNG (900px x 400px) with a URL to selected webpage.

- Every website side banner ad comes with one FREE press release placement.

**\$1200 / for 6**

## ADD MORE IMPACT TO YOUR BUNDLE!

Additional website side banner ads can be purchased at a discounted price.

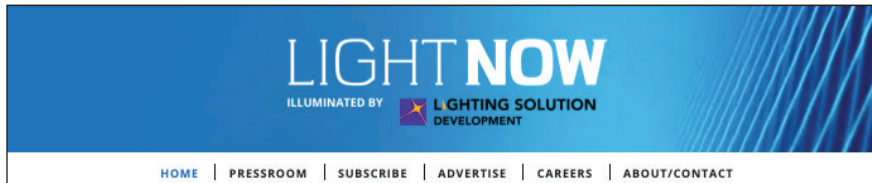
- Every website side banner ad comes with one FREE press release placement.

**\$175 / per**

**Do you need a custom solution to meet your marketing goals for 2023?**

Contact [Suelynn](mailto:suelynn@lightingsold.com) to schedule a brief appointment to explain your needs and get a custom package designed and quoted within one business day.

## A LA CARTE



### Industry News

**Tough Times In Horticultural Lighting**  
David Shiller - Jan 11, 2023  
Image: Pexels There are increasing signs of rough times in the horticultural lighting industry, including cannabis, food, flowers, and other Controlled Environment Agriculture (CEA) crops. Some examples include: Osram suggesting...

**What You Should Know About Quiet Hiring**  
David Shiller - Jan 10, 2023  
Image: Pexels.com Both business owners and employees should be aware of the new HR trend called "quiet hiring." Quiet hiring is when an organization acquires new skills without hiring new full-time...

**Product Monday: Schneider Home Combines Electrification With Smart Home**  
David Shiller - Jan 09, 2023  
A new level of integration between electrification and smart homes was introduced at Consumer Electronics Show (CES) in Las Vegas, last week. Schneider Electric...

### SIDE BAR ADS

900px x 400px

### EVENTS

**Lightovation - Dallas Market Center**  
Dallas, TX  
January 10 - 13, 2023

**LEducation 2023**  
New York  
March 7 - 8, 2023

**LightFair 2023**  
New York  
May 21-25

**Lightovation - Dallas Market Center**  
Dallas, TX  
June 21 - 24, 2023

**ALAN 2023 - 8th International Conference on Artificial Light At Night**  
Calgary, Alberta, Canada  
August 10 - 13, 2023

### CAREERS

Coming Soon - to list your position here, please contact SueLynn at [sueLynn@lightingsold.com](mailto:sueLynn@lightingsold.com)

## SIDE BANNER ADS

JPEG, GIF, PNG (900px x 400px) with a URL to selected webpage.

- Every website side banner ad comes with one FREE press release placement.

**\$295/ per**

## CAREER POST

Reach professionals with just the right skills and experience.

Post includes:

- Job Title
- Company
- Location
- URL to selected webpage

**\$50 / per**

## Press Room

Espen Technology Announces Two New Level 3, 30kW EV Charge Stations

Espen Technology Releases 5-CCT Selectable TIRDs

Your press release appears here: Text file of your organization's 300 - 1000 word announcement, product description, or other news, and up to two images. Includes URL to selected webpage.

## PRESS RELEASE

We now offer paid press release placement in our Press Room section

**\$100 / for 1**  
**\$500 / for 6**  
**\$1000 / for 12**  
(PRE-PAID)

## Ready to place your A La Carte order?

Just email [SueLynn](mailto:sueLynn@lightingsold.com), we typically can have your announcement or ad placed in one business day!

## 2023 PUBLICATION CALENDAR

Website Ad Start Date	Website Ad End Date & Newsletter Publication Date	Industry Special Events
1/2/23	1/15/23	<b>Lightovation</b> – Jan 10-13, 2023
1/16/23	1/29/23	
1/30/23	2/12/23	
2/13/23	2/26/23	
2/27/23	3/12/23	<b>LEDucation</b> – March 7 - 8, 2023
3/13/23	3/26/23	
3/27/23	4/9/23	
4/10/23	4/23/23	
4/24/23	5/7/23	
5/8/23	5/21/23	<b>LightFair Issue 1</b> – May 21 - 25, 2023
5/22/23	6/4/23	<b>LightFair Issue 2</b> – May 21 - 25, 2023
6/5/23	6/18/23	
6/19/23	7/2/23	<b>Lightovation</b> – June 21 - 24, 2023
7/3/23	7/16/23	
7/17/23	7/30/23	
7/31/23	8/13/23	<b>ALAN Conference</b> – August 10 - 13, 2023
8/14/23	8/27/23	
8/28/23	9/10/23	
9/11/23	9/24/23	<b>ArchLIGHT Summit</b> – September 19 - 20, 2023
9/25/23	10/8/23	
10/9/23	10/22/23	
10/23/23	11/5/23	<b>IES SALC Conference</b> – October 29 - November1, 2023
11/6/23	11/19/23	<b>IALD Enlighten Americas</b> – November 2 - 4, 2023
11/20/23	12/3/23	
12/4/23	12/17/23	
12/18/23	12/31/23	