

LIGHT NOW

ILLUMINATED BY



**LIGHTING SOLUTION
DEVELOPMENT**

**2024
RATE
CARD**

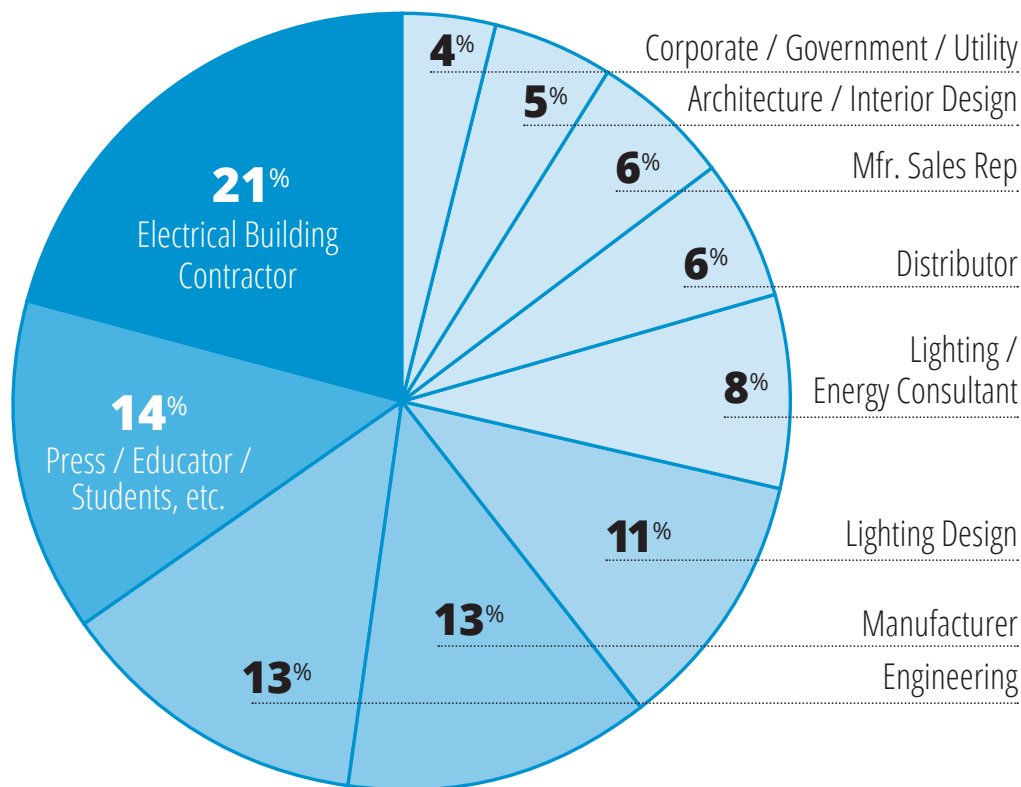
One of the most targeted ad buys in the lighting industry. Your company's advertising appears through two media channels: an e-newsletter delivered to **14,000+** lighting professionals and on the LightNOW website.

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 | |

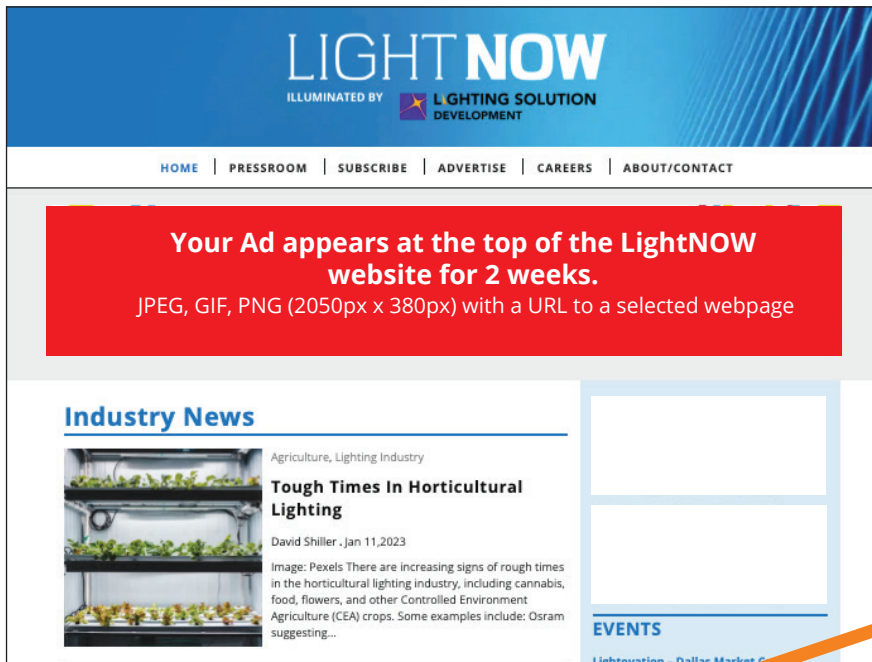
BANNER BUNDLE

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

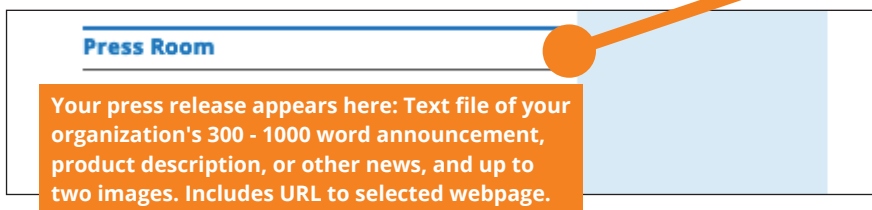
Your AD (2050px x 380px) resides in the top Banner position on the LightNOW home page and on each blog post as well as archived stories for the two-week run. Ads are linked to your designated webpage.

+ 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.

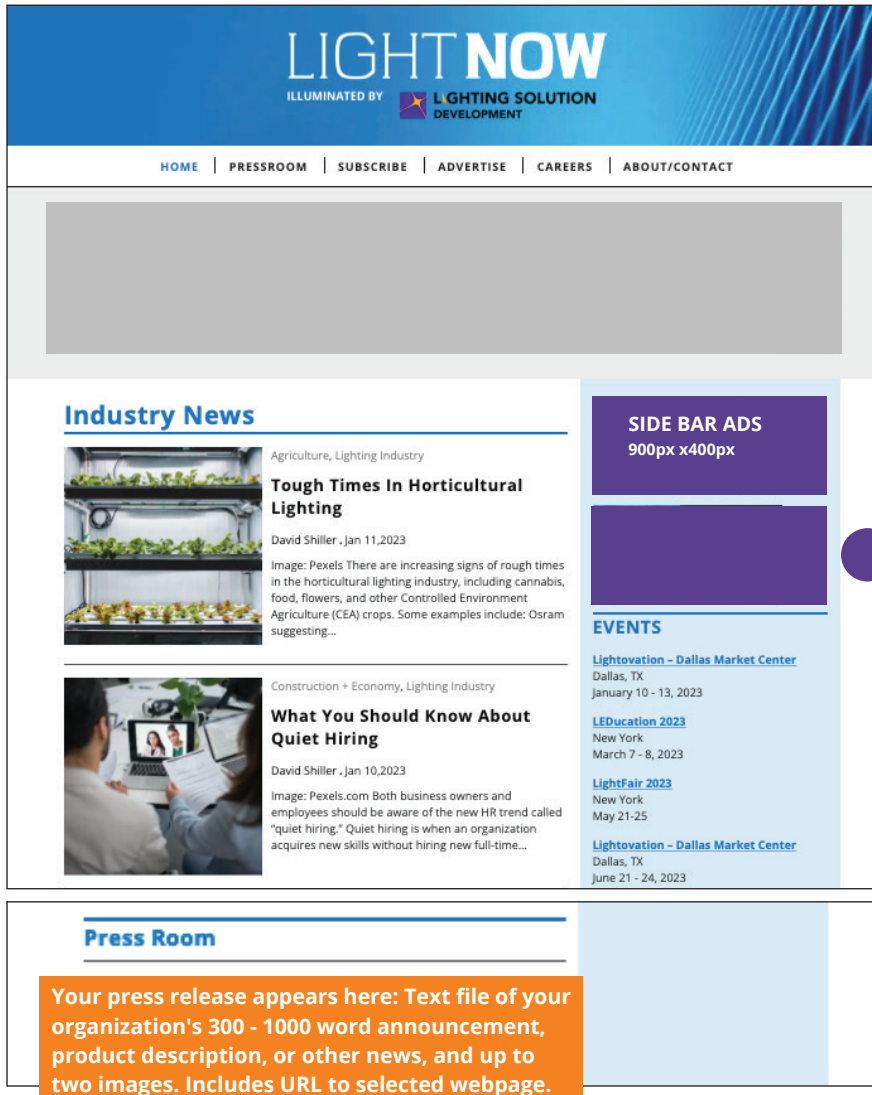


FREE Press Release
placement with each
Banner Bundle purchase!



Let's get started building your LightNOW bundle for 2024.
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.

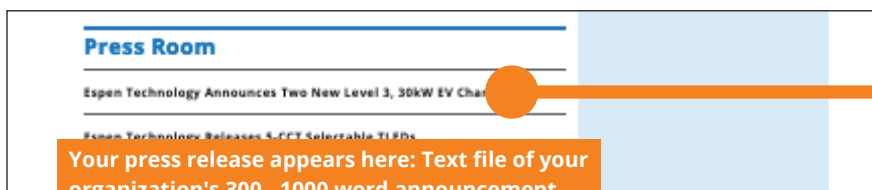
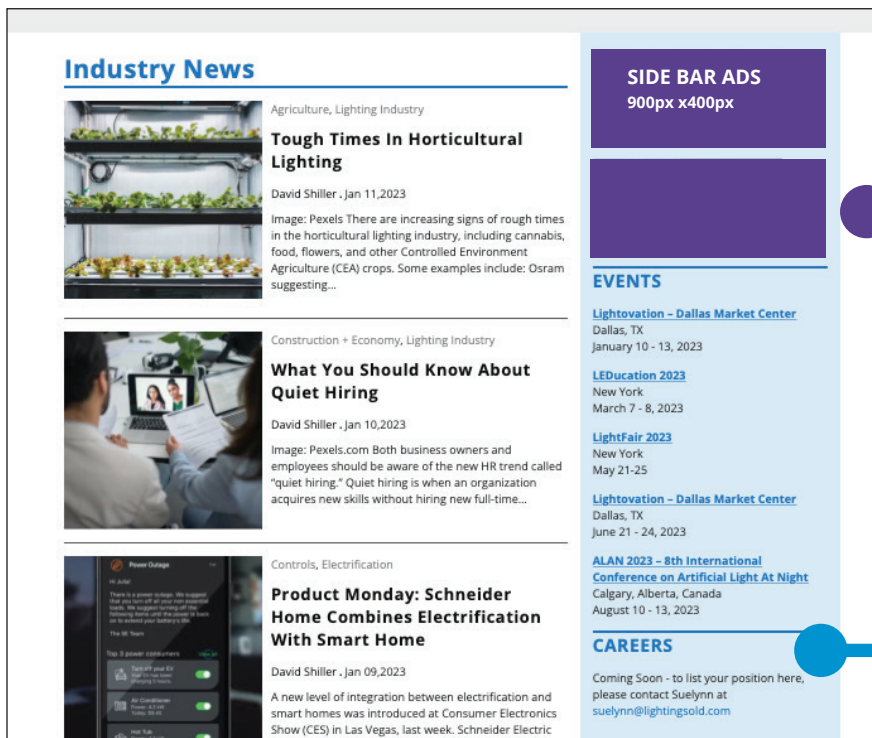
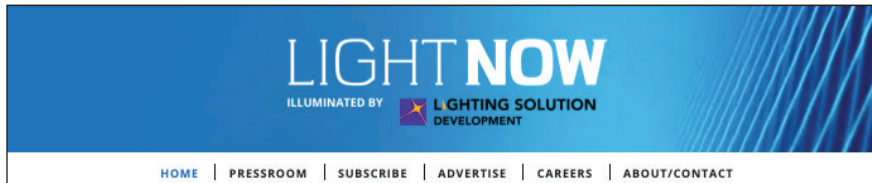
- Every website side banner ad comes with one FREE press release placement.

\$175 / per

Do you need a custom solution to meet your marketing goals for 2024?

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



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.

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 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!