

LIGHT NOW

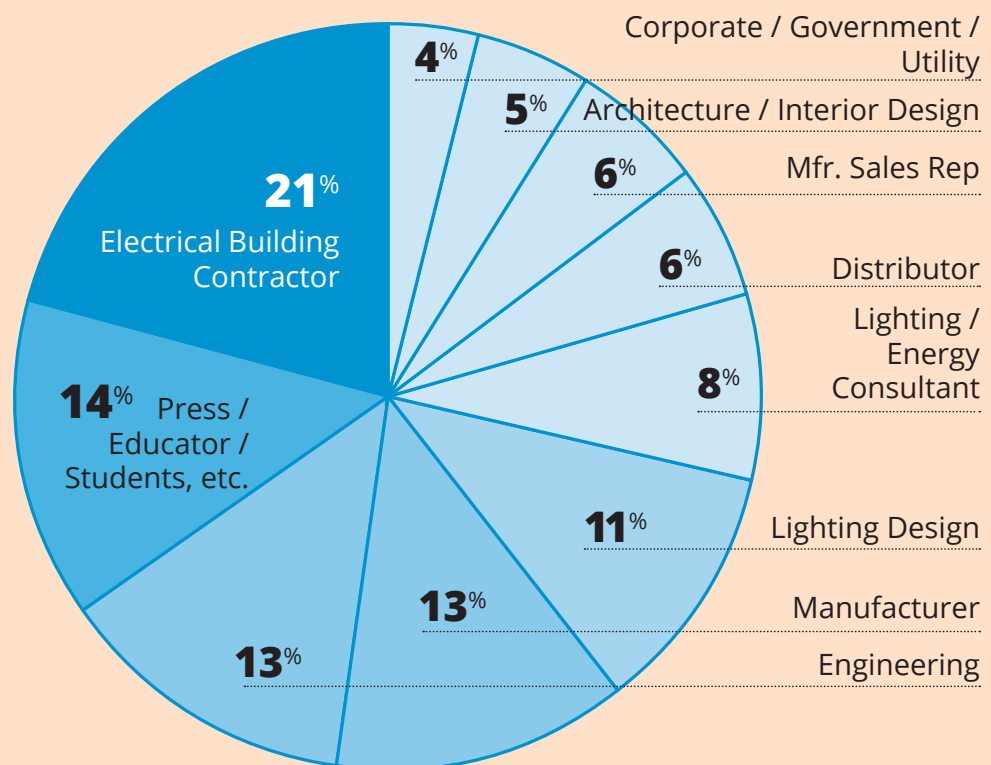
2026
RATE
CARD

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 **12,000+** lighting professionals and on the LightNOW website.

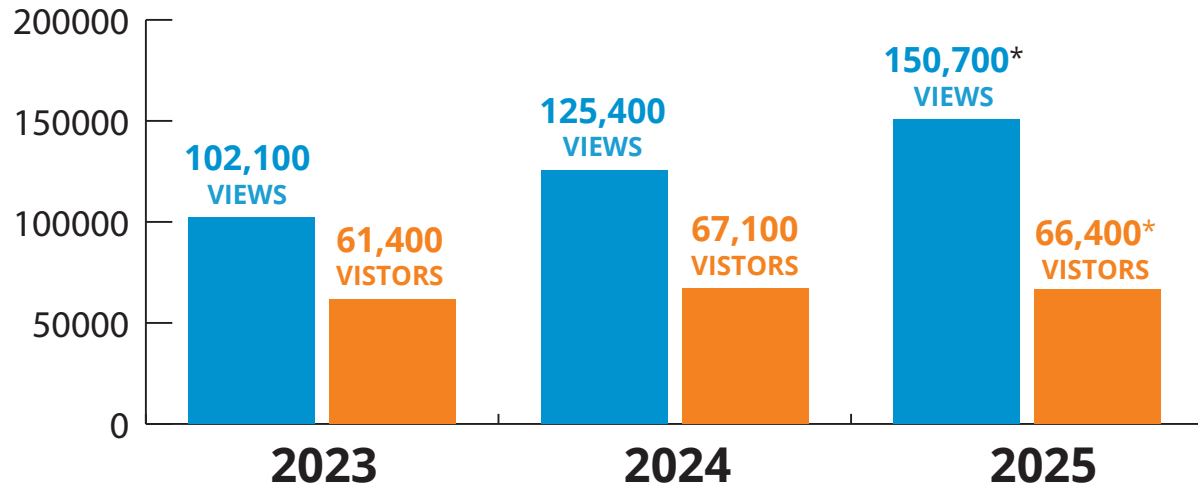
LIGHTNOW WEBSITE TRAFFIC

ADVERTISING OPPORTUNITIES

- Newsletters
- Website
- Press Releases
- Career Posts



LIGHTNOW WEBSITE DATA



**2025 figures extrapolated
based on Jan-Nov data.*

LIGHTING & CONTROLS FOCUSED INDUSTRY NEWSLETTER FEATURING ARTICLES ON:

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

BANNER BUNDLE

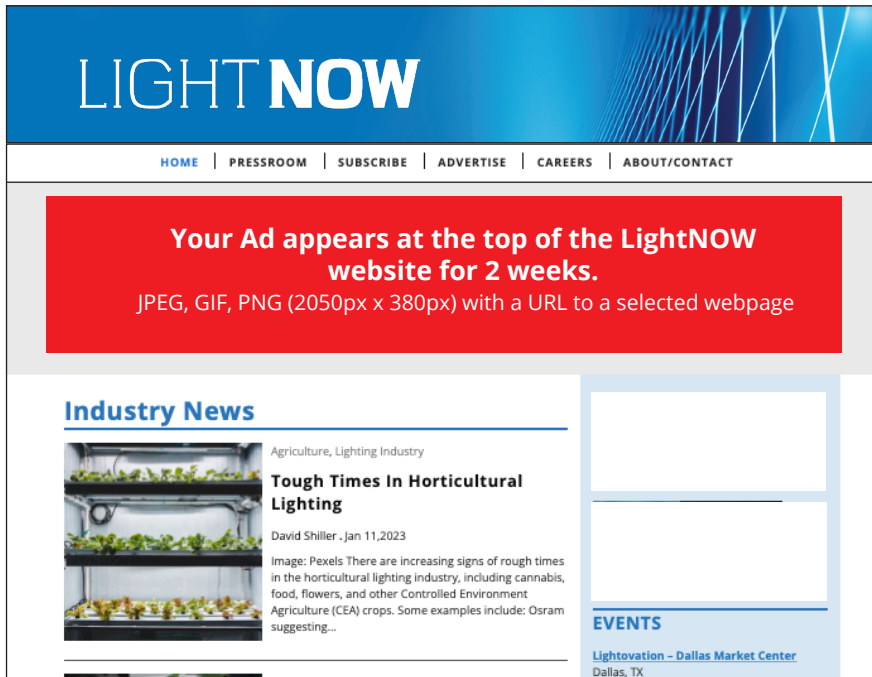
1 x \$745 | 3 x \$633.25 (\$1,899.75) | 6 x 6 x \$596 (\$3,576)

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 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.



Let's get started building your LightNOW bundle for 2026.
Contact [David](#) TODAY to lock in your preferred dates and bundle pricing!

SIDEBAR BUNDLE

LIGHTNOW

[HOME](#) | [PRESSROOM](#) | [SUBSCRIBE](#) | [ADVERTISE](#) | [EVENTS](#) | [CAREERS](#) | [ABOUT/CONTACT](#)

Your Ad appears at the top of the LightNOW website for 2 weeks.

JPEG, GIF, PNG (2050px x 380px) with a URL to a selected webpage

Industry News

Category

Blog Post Title

David Shiller • Date 00, 20XX

Aci as sendellitis neste susto bere conecus. Tis que necum volupti nobit entis secat eicitinvero tem ut ex esecese dictem fugit eseqe et et ent quia consero erem abor am dendion sectiosam nations erfero blab imtotassuntu. Ma doluptati cusandena vollo oditlis enditas utatis volorecabore delicii eatus et erchili quatem vidusa consequi...

Category

Blog Post Title

David Shiller • Date 00, 20XX

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QUAD
SIDEBAR AD

WEBSITE SIDE BAR ADS

Keep your brand top of mind for LightNOW readers with our effective and affordable side bar ads.

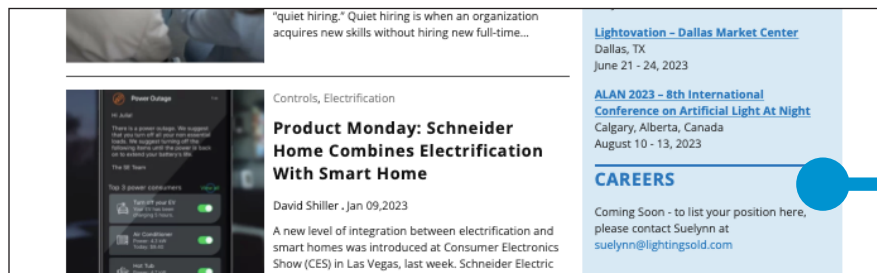
JPEG, GIF, PNG with URL to a selected webpage.

QUAD SIDEBAR AD
900px x 1,600pxDOUBLE
SIDEBAR ADDOUBLE SIDEBAR AD
900px x 800pxSINGLE
SIDEBAR ADSINGLE SIDEBAR AD
900px x 400pxSINGLE
SIDEBAR ADSINGLE
SIDEBAR AD

Save more when you run multiple ads!

Quad Sidebar	1 x \$595	3 x \$505.75 (\$1,517.25)	6 x \$476 (\$2,856)	Website quad sidebar ads also receive a middle position ad after the fifth story in the newsletter.
Double Sidebar	1 x \$295	3 x \$250.75 (\$752.25)	6 x \$236 (\$1,416)	Website double sidebar ads also receive a bottom position ad in the newsletter.
Single Sidebar	1 x \$195	3 x \$165.75 (\$497.25)	6 x \$156 (\$936)	

A LA CARTE



CAREER POST

Reach professionals with just the right skills and experience.

Post includes:

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

\$50 / per



PUBLISH YOUR LIGHTING OR CONTROLS INDUSTRY-RELATED PRESS RELEASE IN OUR PRESS ROOM

Your press release appears on the Press Room page of our website and is linked in our bi-weekly newsletter. Must be 300 – 1,000 words, a URL to your selected webpage, and can include one image.

Additional images may be added for a fee.

Number of press releases	Cost per Press Release	Total amount due for discounted placement
1	\$150	\$150
3	\$130 x 3	\$390
6	\$120 x 6	\$720
12	\$100 x 6	\$1200

Ready to place your A La Carte order?

Just email David, we typically can have your announcement or ad placed in one business day!

LIGHTNOW PUBLICATION SCHEDULE 2026

Segment #	First Day of Segment (Mondays)	Last Day of Segment/ Newsletter Distribution Date (Sundays)
1	12/30/2025	1/12/2026
2	1/13/2026	01/26/2026
3	1/27/2026	2/9/2026
4	2/10/2026	02/23/2026
5	2/24/2026	3/9/2026
6	3/10/2026	3/23/2026
7	3/24/2026	4/6/2026
8	4/7/2026	4/20/2026
9	4/21/2026	5/4/2026
10	5/5/2026	5/18/2026
11	5/19/2026	6/1/2026
12	6/2/2026	6/15/2026
13	6/16/2026	6/29/2026
14	6/30/2026	7/13/2026
15	7/14/2026	7/27/2026
16	7/28/2026	8/10/2026
17	8/11/2026	8/24/2026
18	8/25/2026	9/7/2026
19	9/8/2026	9/21/2026
20	9/22/2026	10/5/2026
21	10/6/2026	10/19/2026
22	10/20/2026	11/2/2026
23	11/3/2026	11/16/2026
24	11/17/2026	11/30/2026
25	12/1/2026	12/14/2026
26	12/15/2026	12/28/2026