

## Advertise in the SERG

Please join us in promoting solar energy and your business support for conservation programs.

Please participate as an advertiser in the SERG so that we may help your business help the public take action. To see the first section of last year's book, download from the web at:

[http://norcalsolar.org/downloads/SERG2006\\_07\\_part\\_one.pdf](http://norcalsolar.org/downloads/SERG2006_07_part_one.pdf)

Read more about the SERG, where it is distributed, and how to advertise here.

### Advertising Options

#### PagesSize Ad Rate

Back outside cover - full page in full color  
(9.5" high by 7.25" wide)  
\$TBA+

Inside front or back cover - full page in full color  
(9.5" high by 7.25" wide)  
\$TBA+

#### Full page ad

(9.5" high by 7.25" wide)

\$1,500

#### Half page

(4.5" high by 7.25" wide)  
\$900

Quarter page  
(4.5" high by 3.5" wide)  
\$600

One-eighth page - business card  
(2.0" high by 3.5" wide)  
\$450

- 10% discount for current STAR level business members. 7% for Corporate members, and 5% for small business members. Membership often costs less than the discount you'd receive!
- Additional 5% discount if reserved by June 15th, ad artwork submitted by July 20th, and paid for by August 10th, 2007.
- The hard reservation and final artwork deadline is August 15th. Reservations are on space available basis after this.
- Placement decisions are based on when final graphic files are received.
- Advertisers will receive (upon request) up to 20 copies of the Resource Guide per \$1,000 dollars spent (additional copies available for \$5.00/ea.)

Ad Artwork specifications are available on our website by June 23rd

To reserve your ad in the 2007-2008 SERG Email your ad size, company name and contact information to [info@norcalsolar.org](mailto:info@norcalsolar.org)