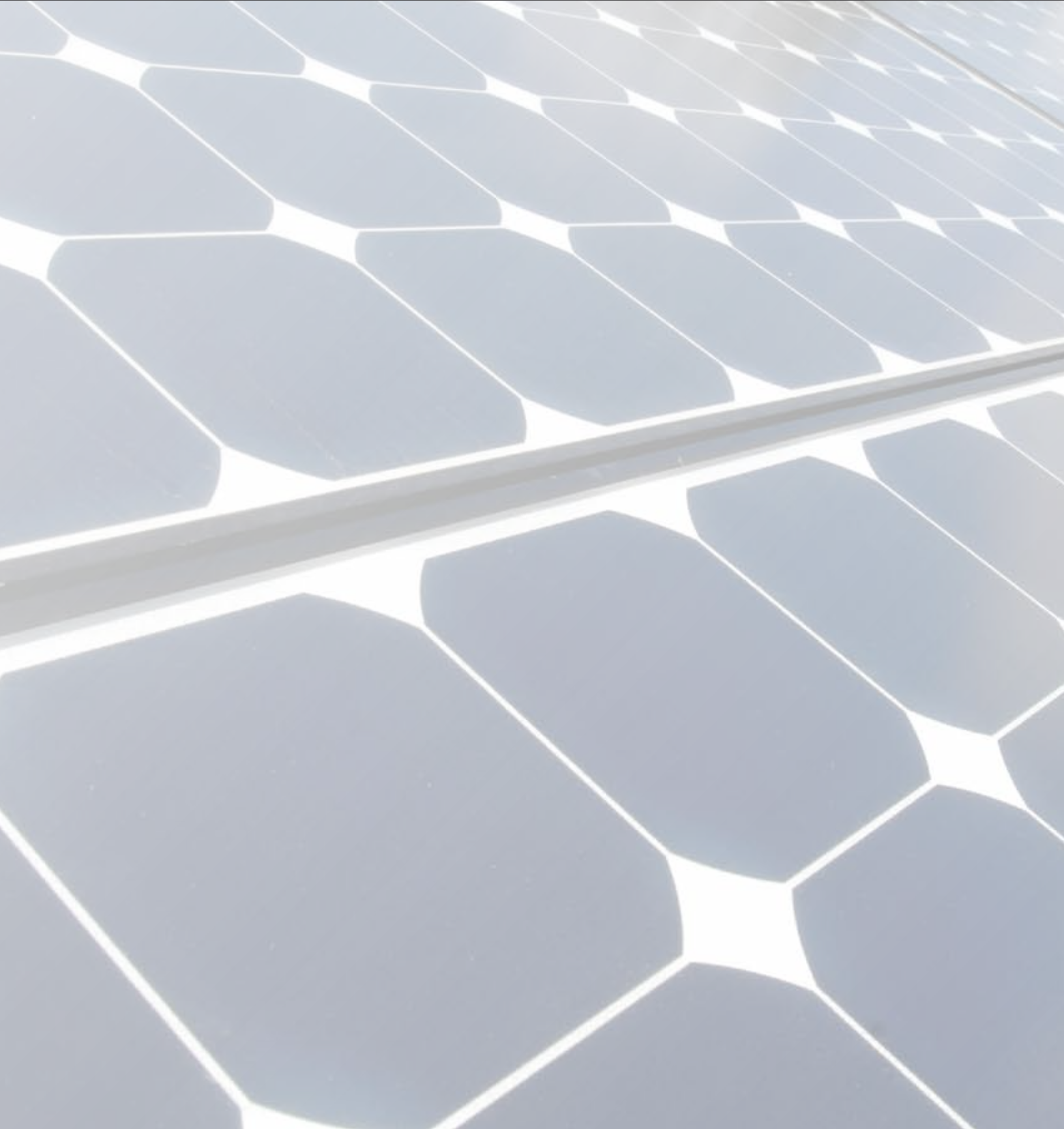




# sunmath

media planner

2012

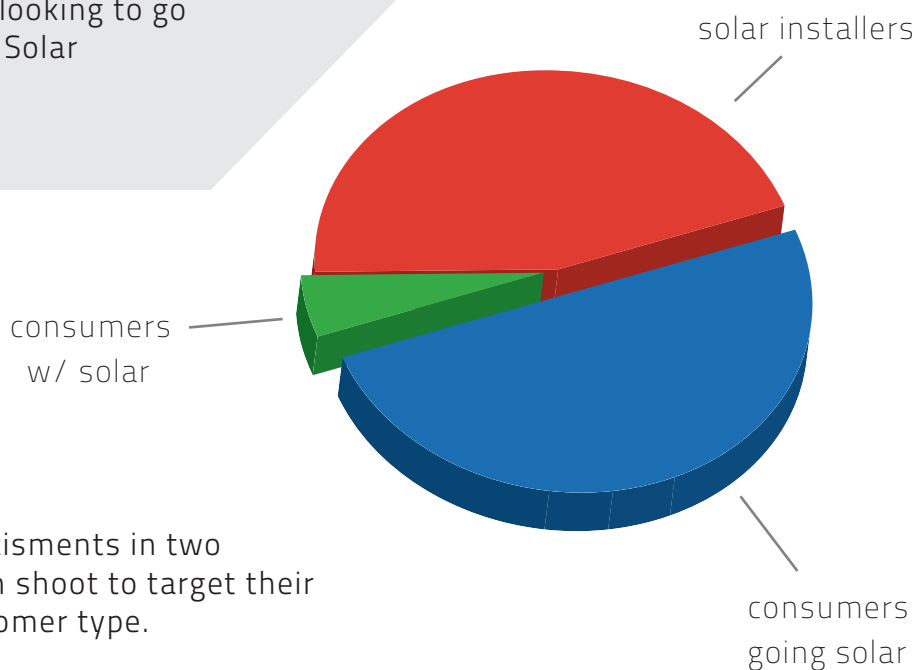


## about

SunMath provides web-based tools and consulting services to individuals and businesses in the solar community. Our most popular tools are the (1) Solar Calculator and (2) Solar Directory. These tools are used by a variety of interested parties within solar, including homeowners, businesses, investors, institutions, and installers. We also provide unbiased research to help homeowners, businesses and institutions interested in going solar.

## traffic

SunMath launched its newest site in June of 2011. About 45% of its visitors are homeowners or businesses looking to go solar and 50% are solar installers using our Solar Financial Evaluations tool and Universal Monitoring service.



## targeting

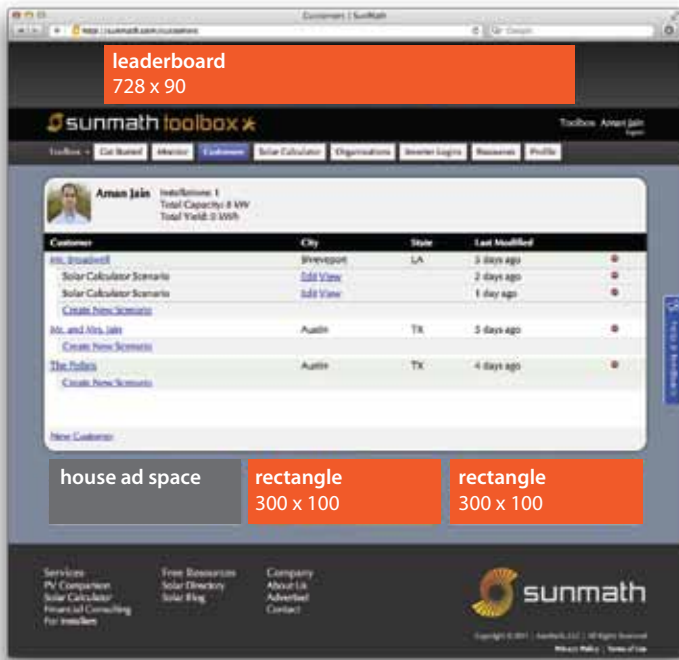
We offer the ability to target banner advertisements in two ways. For an additional fee, our Clients can shoot to target their ads based on (1) geography and (2) by customer type.

- (1) Geography - (a) by Country, and further (b) by State
- (2) Customer Type - (a) Consumer looking to go solar (b) Consumer that owns solar (c) Solar installer

## opportunities

SunMath offers a variety of powerful web-based tools to homeowners, businesses, and solar professionals. The majority of these tools are supported by carefully placed advertising.

## banners



**leaderboard** - 728 x 90  
top of page

**rectangle** - 300 x 100  
two spaces below content area



## featured installer

Homeowners and businesses who use our free solar calculator see ads on every page of the financial evaluation we provide. This is a great place to advertise because it is front and center within the content.

**featured rectangle** - 300 x 100  
space in financial evaluation

## rates

PLACEMENT	TARGETING			
	None	Geo	Type	Geo + Type
Leaderboard	\$20	\$25	\$25	\$30
Rectangle	\$12	\$15	\$15	\$20
Featured Installer	\$18	\$22	\$22	\$25

All prices are in cost per 1,000 impressions (CPM)  
 Minimum purchase is \$500.  
 There is no set-up fee.

## packages

**package A**  
 Featured Installer - 10K Impressions  
 Leaderboard - 8K impressions  
 Rectangle - 12K impressions

\$725

## volume discounts

- orders over \$500: 10% off
- \$1,000: 15% off
- \$2,000: 20% off

## submissions

All files must be under 50 kb in size. We accept Flash, JPEG, GIF, or PNG file formats.  
 Please submit art to [marketing@sunmath.com](mailto:marketing@sunmath.com).