



Canadian Solar Industries Association (CanSIA)

**Gain direct access to the leaders in
Canada's solar industry.**

The CanSIA Advantage:

- The Canadian solar energy industry is expected to grow approximately **30 per cent** during the next 10 years.
- The ecoENERGY for Renewable Power initiative will invest more than **\$1.4 billion** to increase Canada's supply of clean electricity from renewable sources.
- Solar companies in Canada anticipate a growth of **101 per cent** in the number of full-time industry employees by the end of 2011; this projected growth will result in a **significant increase in the need for products and services** throughout the next two years.

Who We Are:

For more than 30 years, **CanSIA has served the interests of all segments of the solar industry**, including companies, organizations and individuals involved in **solar thermal and photovoltaics (PV) technologies**. We continue our work to strengthen the Canadian solar industry, increase the professionalism of companies, foster domestic and international markets and promote the use of renewable energies.

Why Advertise?

Feature your company within our official publications, and **target the leaders in Canada's solar industry**. Our members are the decision makers responsible for **recommending, specifying and approving purchases on behalf of their organizations**. Additional copies of the *Canadian Solar Industry Directory* and *SOLutions* magazine are distributed to federal, provincial and municipal government departments, as well as to allied industry members.

Interested in advertising? Contact:



IN PRINT AND ONLINE —
Connecting you with CanSIA members
throughout the year.



SOLutions magazine —
PRINT EDITION

Published twice a year, *SOLutions* features coverage of the latest topics, trends and regulatory updates. Canada's solar energy leaders rely on *SOLutions* to stay current on the latest products and services to hit the market.



Canadian Solar Industry Directory —
ANNUAL DIRECTORY

Members will use our annual directory throughout the year as a trusted networking tool and comprehensive purchasing guide.



SOLutions magazine —
DIGITAL EDITION

In addition to print, *SOLutions* is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

To learn more about CanSIA, visit:

www.cansia.ca

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Colour Rates*	1x	2x	3x
Double-Page Spread	\$ 3,729.50	\$ 3,539.50	\$ 3,359.50
Outside Back Cover	\$ 3,249.50	\$ 3,139.50	\$ 3,029.50
Inside Front or Inside Back Cover	\$ 2,919.50	\$ 2,809.50	\$ 2,699.50
Full Page	\$ 2,159.50	\$ 2,049.50	\$ 1,939.50
2/3 Page	\$ 1,859.50	\$ 1,769.50	\$ 1,669.50
1/2-Page Island	\$ 1,579.50	\$ 1,499.50	\$ 1,419.50
1/2 Page	\$ 1,359.50	\$ 1,289.50	\$ 1,219.50
1/3 Page	\$ 1,009.50	\$ 959.50	\$ 909.50
1/4 Page	\$ 799.50	\$ 759.50	\$ 719.50
1/6 Page	\$ 629.50	\$ 599.50	\$ 569.50
1/8 Page	\$ 489.50	\$ 469.50	\$ 439.50

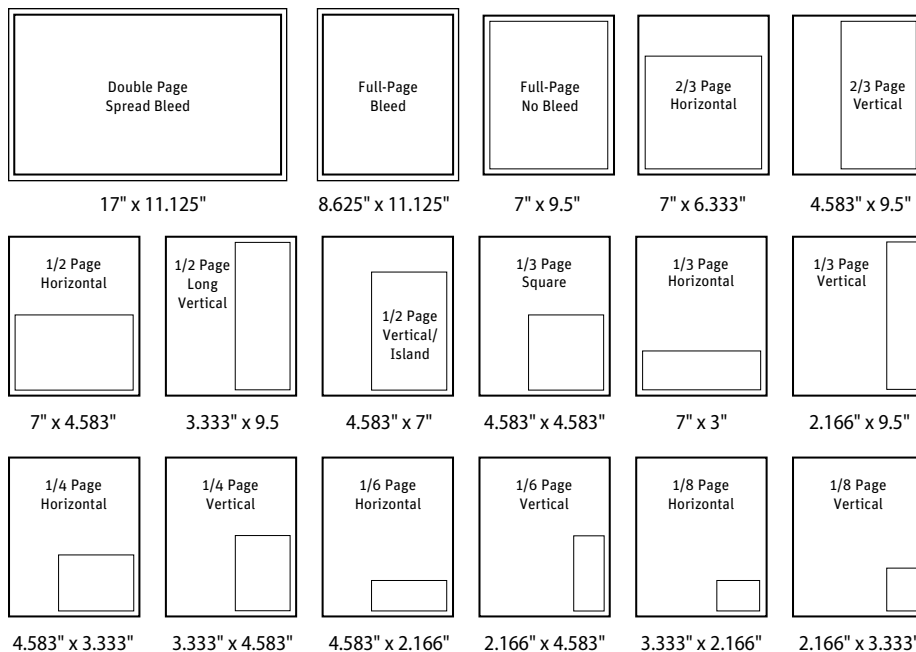
*CanSIA members receive additional discounts.

Black-and-White Rates*	1x	2x	3x
Full Page	\$ 1,859.50	\$ 1,769.50	\$ 1,669.50
2/3 Page	\$ 1,559.50	\$ 1,479.50	\$ 1,399.50
1/2-Page Island	\$ 1,279.50	\$ 1,219.50	\$ 1,149.50
1/2 Page	\$ 1,059.50	\$ 1,009.50	\$ 949.50
1/3 Page	\$ 709.50	\$ 669.50	\$ 639.50
1/4 Page	\$ 639.50	\$ 609.50	\$ 579.50
1/6 Page	\$ 469.50	\$ 449.50	\$ 419.50
1/8 Page	\$ 329.50	\$ 309.50	\$ 299.50

*CanSIA members receive additional discounts.

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All colour artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *SOLutions* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Print Distribution Only	Print & Digital Distribution
1 page (2 surfaces)	<input type="checkbox"/> \$2,049.50	<input type="checkbox"/> \$2,199.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$2,559.50	<input type="checkbox"/> \$2,759.50
Postcard	<input type="checkbox"/> \$2,049.50	<input type="checkbox"/> \$2,199.50

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 15% discount, to be applied to the ad of lesser value.

**3 Pages/(6 surfaces) or more available; quotes supplied upon request.

*** If your direct-mail piece contains a postage indicia, additional costs will apply. Please ask your sales representative for further information.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancellable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CSI-B0110)

Please sign and return to:



Advertorial Opportunity

Advertorials are paid advertising messages that allow you to include a full-colour photo and text that describes your product or service and your company's contact information. Your advertorial will be placed next to your ad to draw attention to your company. Please send no more than 500 words of text for a full-page advertorial. Please submit the copy in a Microsoft Word file. Contact your Naylor account executive today to take advantage of this opportunity!

1. Select from the following options:

- \$3,369.50:** Double-page spread advertorial - one full-page, full-colour ad and one full-page of text
- \$1,839.50:** Full-page advertorial - one half-page, full-colour ad and one half-page of text

2. Please select the issue(s) in which you would like your ad to appear:

- Spring/Summer 2010 (CSI-B0110)
- Fall/Winter 2010 (CSI-B0210)

All prices are net and per insertion.

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CSI-B0110)

Please sign and return to:



Digital Edition

In addition to print, **SOLutions** magazine is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's Web site.



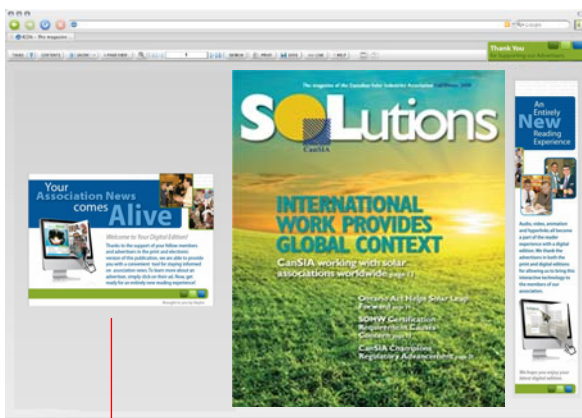
Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your Web site
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail, and each new issue is posted on the association's Web site. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download it for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles of interest to colleagues
- Click on ads to go directly to the advertiser's Web site



eSponsorship* | \$1,509.50

Your message will be prominently displayed directly across from the cover of the magazine.

eToolbar | \$759.50

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

eSkyscraper | FREE with purchase of eSponsorship!

The eSkyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

eLink | Included in Display Ad Rates

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

**Animation and video capabilities available*

SOLutions magazine – digital edition

Digital Edition Branding Opportunities

Please select from the following options, and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

1. Select from the following options:

- eSponsorship** | \$1,509.50 (Includes **FREE** eSkyscraper ad as a bonus!)
- eToolbar** | \$759.50

All rates are per insertion. Invoices are issued upon publication.

2. Choose the issue(s) in which you would like your ad to appear:

- Spring/Summer 2010 (CSI-B0110)
- Fall/Winter 2010 (CSI-B0210)

3. Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (CSI-B0110)

Please sign and return to:



Online Specifications

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>



Digital Edition[†]

eSponsorship

- 645 x 465 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 228 x 1140 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

eToolbar

- 250 x 50 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100 kb

[†]*Digital Edition Guidelines*

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add and web links or URLs**, we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Annual *Canadian Solar Industry Directory*

Logo Enhancement Opportunity

CanSIA members rely on the *Canadian Solar Industry Directory* as a **key purchasing tool when searching for the products and services they use on a daily basis**. Adding your black-and-white or full-colour logo above your company's listing in the directory will grab the attention of the upper-level managers and executives with purchasing power and enhance your company's presence in the publication. Contact your Naylor account executive today to take advantage of this opportunity. **We appreciate your support!**

Select from the following options:

- Black-and-white logo: \$179.50
- Full-colour logo: \$219.50

All prices are per insertion.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CSI-B0110)

Please sign and return to:



Annual *Canadian Solar Industry Directory*

Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which our annual directory is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Rates
1 page (2 surfaces)	☐ \$2,049.50
2 pages (4 surfaces)**	☐ \$2,559.50
Postcard	☐ \$2,049.50

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 15% discount, to be applied to the ad of lesser value.

**3 Pages/(6 surfaces) or more available; quotes supplied upon request.

*** If your direct-mail piece contains a postage indicia, additional costs will apply. Please ask your sales representative for further information.



2009 Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with CanSIA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within our official publications.

ABB Inc. - Robotics Division	Humber College	SMA America
Aleo solar North America Inc.	Hydro One Networks	Solar Power 2009
Anomet Inc.	Korn/Ferry International	Solar Solutions Inc.
ARISE Technologies Corporation	Lakeland College	Solarcrest Energy Inc.
ATS Automation	Michael Ben Finance	Solar World California
Axio Power	Mitsubishi Electric Sales Canada Inc.	Stikeman Elliott LLP
Borden Ladner Gervais	Mondial Energy Inc.	Sun Edison Solar
BP Solar	National Photovoltaic Construction Partnership	Suniva, Inc.
Bright Solar Inc.	Nova Sun Power	Sun Power Corporation
Conergy Inc.	NRG Energy	Swiss Solar Tech (SST) Ltd.
Day4 Energy Inc.	NRG Management	Tango Ray Solar Solutions
DEGERenergie GmbH	Ontario Electricity & Power Distributors Inc.	TD Canada Trust
Enbridge Pipelines Inc.	Optimum Air/Sun Solutions	Thermomax Industries Ltd.
EnCom Group	PLP Solar a division of Preformed Line Products (Canada), Ltd.	Toronto Hydro Energy Services
EnerWorks Inc.	Recurrent Energy	Viessmann Manufacturing Co. Inc.
EnXco	Renewable Energy Systems Americas Inc	Xantrex Technology Inc.
G2 Solar Corp.	RSA	
Galaxy-EnergyAmericas	s2e Technologies, Inc,	
GE Distributed Power	SAICCanada	
Generation PV	Sanyo Canada Inc.	
Glenergy Inc.	Sarnia-Lambton Economic Partnership	
Goose Creek Renewable Energy	Satcon	
Green Edge Products	Schletter Inc.	
Green\$aver	Schüco International KG	
groSolar	Sedmek Inc.	
Hatch	Siemens Canada Ltd.	
Heliocan PV, Inc.	SkyPower Corporation	
Helios Energy Inc.		
Home Energy Solutions		