



Canadian Solar Industries Association (CanSIA)

Connect with the decision makers 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.
- 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**.
- The ecoENERGY for Renewable Power initiative has invested more than **\$1.4 billion** to increase Canada's supply of clean electricity from renewable sources across the country.

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?

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.

Participating in our annual directory, *SOLutions* magazine, and on our website is an easy way to **protect market share and secure top-of-mind awareness**. Contact your Naylor account executive today to secure your space.

Interested in advertising? Contact:



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

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 — 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.

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.



CanSIA.ca — Website

The CanSIA website is the gateway for members and non-members to access information about the association online. Position your company in front of a dynamic group of influential professionals year-round.

Solar Beat — eNewsletter

E-mailed directly to more than 1,200 recipients each month, *Solar Beat* provides updates on association and industry news, events and more. Whether in the office or on the go, subscribers stay informed about the latest CanSIA developments.



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

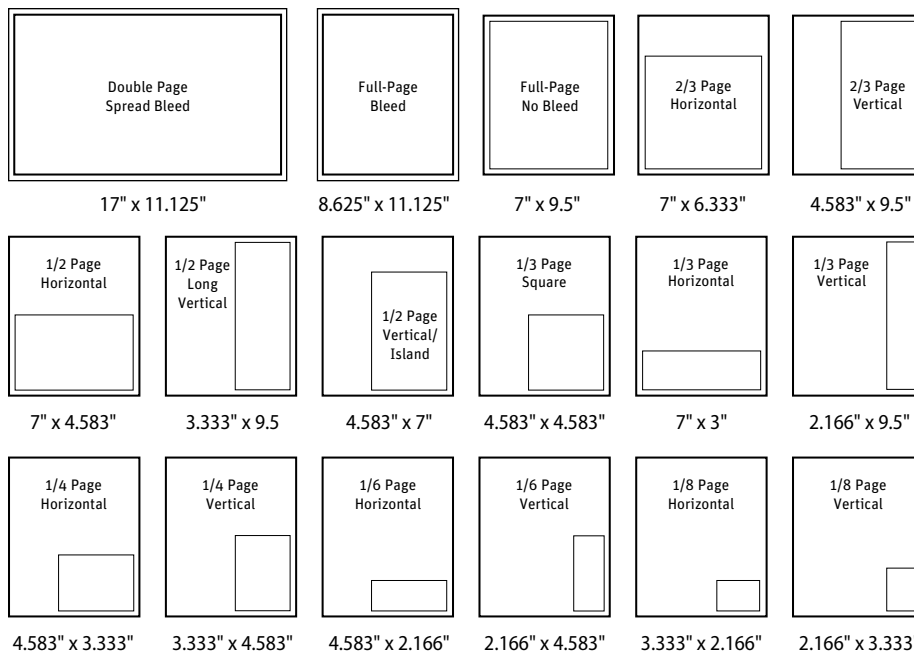
*CanSIA members receive additional discounts.

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 website 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 per cent.

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.



Online Specifications

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

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Website

Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)

Large Tile

- 250 x 250 pixels
- JPG, GIF or Flash/SWF* accepted

eNewsletter

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)
- Max file size 100 KB

Digital Edition Guidelines

- Publish or export your .SWF file for Flash Player 9 and ActionScript 3.0.
- Set the frames per second (FPS) to 24.
- All fonts, images and support animation files should be embedded within the animation.
- To avoid transparency issues, create a solid background object. Do not use Flash default stage color.
- Bitmaps should have "smoothing enabled" for best pixel quality.
- Do not add buttons, button actions, Web links or URL actions.
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.

Top Leaderboard

- 728 x 90 pixels
- JPG, GIF or Flash/SWF* accepted

Bottom Leaderboard

- 728 x 90 pixels
- JPG, GIF or Flash/SWF* accepted

Leaderboard

- 728 x 90 pixels
- JPG only (no animation)
- Max file size 100 KB

Please note: File size for ad submissions must not exceed 100 kb.

*Flash Guidelines

- Publish or export your .SWF file for Flash Player 9 and ActionScript 2.0.
- All fonts, images and support animation files should be embedded within the animation.
- To avoid transparency issues, create a solid background object. Do not use Flash default stage color.
- Continuous looping is not allowed; please add a stop action after 3-4 loops. Animation should not exceed 25 seconds (including multiple loops).

Creating a proper button using ActionScript 2.0:

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, and select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Then convert your shape to a 'Symbol' and track it as a button.
5. From properties set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button selected, go to the 'Actions' Panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

NOTE: DO NOT TYPE THE COMPANY URL but the word "URL". The purpose of setting up your Flash creative like this is so that we can control the URL. Please contact your Naylor account executive to supply your intended URL.



Direct-Mail 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

**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.



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 2011 (CSI-B0111)
- Fall/Winter 2011 (CSI-B0211)

All prices are net and per insertion.

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: _____ Website: _____

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-B0111 (LR CSI-B0207 12/28/07)

Please sign and return to:



SOLutions magazine – digital edition

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 website.



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

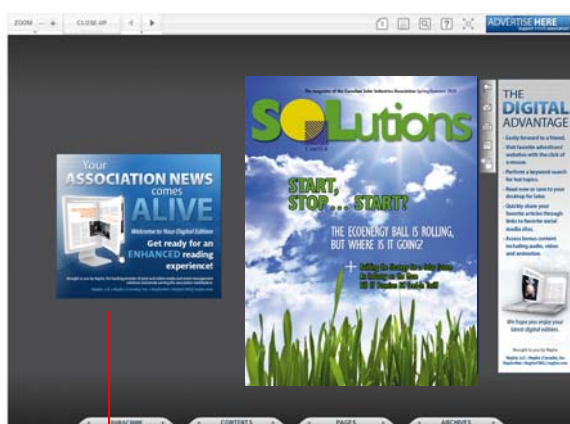
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

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

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$1,509.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.



eToolbar | \$759.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

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.

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 2011 (CSI-B0111)
- Fall/Winter 2011 (CSI-B0211)

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: _____ Website: _____

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-B0111 (LR CSI-B0207 12/28/07)

Please sign and return to:



Advertising on the CanSIA Website — www.cansia.ca

Advertising on the CanSIA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.cansia.ca to learn about upcoming association events, discover ways to maximize their membership, read up on the latest solar energy news and to view the latest issues of the *SOLutions* magazine digital edition. Advertising on www.cansia.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of industry professionals.

Features of CanSIA website advertising:

- Cross-promoted in other CanSIA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



Page Peel – **EXCLUSIVE POSITION**

12 Months | \$2,650 **6 Months** | \$1,450 **3 Months** | \$800

Display your business uniquely on the CanSIA website home page. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your company's site.

Top Leaderboard

12 Months | \$2,650 **6 Months** | \$1,450 **3 Months** | \$800

The Top Leaderboard displays your message at the top of **every page** of the CanSIA website. A maximum of three ads rotate in this highly visible position.

Large Tiles

12 Months | \$2,650 **6 Months** | \$1,450 **3 Months** | \$800

No matter what page of the CanSIA website visitors click on, your message will be prominently displayed in the same place, every time! Two tile positions (*maximum three ads rotating per position*) appear below the content of every page on the site.

Bottom Leaderboard

12 Months | \$1,100 **6 Months** | \$600 **3 Months** | \$350

The Bottom Leaderboard displays your message at the bottom of **every page** of the CanSIA website. A maximum of three ads rotate in this highly visible position.

CanSIA Website

Website Branding Opportunities

To be included in CanSIA's website, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted), and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers can request campaign performance reports that detail monthly ad impressions and click-throughs.

Page Peel

- 3 Months | \$800 6 Months | \$1,450 12 Months | \$2,650

Top Leaderboard

- 3 Months | \$800 6 Months | \$1,450 12 Months | \$2,650

Large Tiles

- 3 Months | \$800 6 Months | \$1,450 12 Months | \$2,650

Bottom Leaderboard

- 3 Months | \$350 6 Months | \$600 12 Months | \$1,100

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

E-mail: _____ Website: _____

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-W0011)

Please sign and return to:



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: \$189.50
- Full-colour logo: \$229.50

All prices are per insertion.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

E-mail: _____ Website: _____

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-D0011 (LR CSI-D0009 6/15/09)

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

**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.



Solar Beat eNewsletter



About the eNewsletter – <http://www.naylornetwork.com/csi-nwl/>

Now more than ever, professionals consume information on the go. Our *Solar Beat* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of over 1,100 decision-makers on a regular basis
- In addition to CanSIA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CanSIA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Leaderboard (728 x 90 pixels)

6 Issues | \$3,900 3 Issues | \$2,150 1 Issue | \$800

- Exclusive position – NO ROTATION
- Located above the eNewsletter content for high visibility

Vertical Banner (120 x 240 pixels)

6 Issues | \$2,900 3 Issues | \$1,595 1 Issue | \$600

- Only six spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed Bimonthly Sections include

- Hot Topics
- News Briefs
- Upcoming Events



Solar Beat eNewsletter

eNewsletter Branding Opportunities

To be included in *Solar Beat*, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Leaderboard

1 Issue | \$800 3 Issues | \$2,150 6 Issues | \$3,900

Vertical Banner

1 Issue | \$600 3 Issues | \$1,595 6 Issues | \$2,900

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

E-mail: _____ Website: _____

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-N0011)

Please sign and return to:



2010 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.

aleo solar North America, Inc.	Premier Solar, Inc.
Almita Manufacturing	Recurrent Energy
Alpha Tool/Kinetic Solar	Reis Robotics U. S. A., Inc.
ATS Automation	Renewable Energy Systems Americas, Inc.
Axio Power	RSA
Borden Ladner Gervais	s2e Technologies, Inc.
BP Solar	Sapa Extrusions
Canadian Solar, Inc.	Satcon
Celestica, Inc.	Schletter, Inc.
Conergy, Inc.	Schneider Electric
Day4 Energy, Inc.	Schüco International KG
DEGERenergie GmbH	Sedmek, Inc.
Eaton	Siemens Canada, Ltd.
Enbridge Pipelines, Inc.	SkyPower Limited
EnerWorks, Inc.	SMA America
EnXco	Solar Power 2010
Galaxy-Energy Americas	SolarWorld California
GE Distributed Power	Spectra Aluminum Products, Inc.
Glenergy, Inc.	Stikeman Elliott, LLP
Green Edge Products	SunEdison Solar
Hatch	Suniva, Inc.
Heliocan PV, Inc.	Swiss Solar Tech (SST), Ltd.
Lakeland College	TD Canada Trust
Michael Ben Finance	Thermomax Industries, Ltd.
Mitsubishi Electric Sales Canada, Inc.	Toronto Hydro Electric System
PLP Solar a division of Preformed Line Products (Canada), Ltd.	Unirac, Inc.
	Viessmann Manufacturing Co., Inc.