



The most comprehensive and up-to-date directory and yearbook on the Indian solar power sector

Solar Power

Directory and Yearbook 2014

RenewableWatch

POWERLINE

Contents

The Yearbook section will present the latest information on the Indian solar industry, including the latest developments in policy, regulation, projects and technologies for both the grid-connected and off-grid segments of the market. This section, rich with data and statistics, will consist of at least 50 pages and will appear in the front.

The Directory will provide key up-to-date information on all leading solar energy organisations – their areas of business, key operating units, subsidiaries and joint ventures. It will also list the top managers and officials.

This information will be classified in distinct sections like:

- ❖ Ministries and state nodal agencies
- ❖ Other key government agencies (central/state)
- ❖ Regulatory institutions (central/state)
- ❖ CSP manufacturers
- ❖ Solar PV project developers
- ❖ Polysilicon, ingots and wafer manufacturers
- ❖ Solar PV manufacturers
- ❖ Solar thermal project developers
- ❖ System integrators and EPC firms
- ❖ Solar appliances/applications manufacturers
- ❖ Balance of systems
- ❖ Banks and financial institutions
- ❖ Consultancy organisations
- ❖ Industry associations
- ❖ Research and development organisations
- ❖ Training and education institutions
- ❖ Testing and Certification agencies

Circulation and Readership

The circulation will exceed 3,000, with a total readership of over 30,000. In addition to paid subscriptions, the directory will be mailed with our compliments to the top decision-makers and influencers in the Indian solar industry – concerned ministries, renewable energy development agencies, solar energy developers, state utilities, regulatory agencies, industry associations, development institutions, financial institutions, etc. A special effort will be made to market the directory to leading equipment manufacturers, technology providers, appliance manufacturers, material suppliers, system integrators, etc. The publication will be heavily promoted in *Power Line* and *Renewable Watch* magazines and at important industry events.

The Directory will be of tremendous reference value and have a shelf-life of at least one year. The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for solar industry organisations to showcase their products and services or to highlight their achievements and contribution to the sector.

Advertising Rates

The key ad rates are as follows:

Ad position	Rate (Rs)	Rate (USD)
Full page	1,10,000	2,640
Right-side page	1,21,000	2,904
Back cover	2,20,000	5,280
Inside front/back covers	1,65,000	3,960
Double spread	2,20,000	5,280
Special positions (First 50 pages)	1,32,000	3,168
Full page plus bookmark (2 positions)	1,65,000	3,960

The positions will be offered on a first-come, first-served basis.

Technical Specifications for Advertisements

Final size of the directory (finished size) : 210 mm x 273 mm
Non-bleed ad size (within the print area) : 190 mm x 253 mm
Bleed size (3 mm extra from all sides over and above the finished size) : 216 mm x 279 mm

Artwork Preference: Print-ready .pdf format – “CMYK”, or Tiff file minimum 350 dpi, .eps/vector/.cdr (version 12.0), closed files with all fonts embedded, colour proofs of the artwork and progressives needed for print reference.

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