

The leading news platforms for the  
decentralized energy industry in Africa and Asia

## Advertising packages

### Package 1: Logo placement

Within three consecutive months the logo of the sponsor will be placed as cooperation partner in the Sun-Connect Newsletter:

- six times in the Sun-Connect Africa and Asia Newsletter
- six times in the Sun-Connect East Africa Newsletter

**Price** (plus VAT): 1,500 Euro (3 months) / 2,800 Euro (6 months) / 5,200 Euro (12 months)

### Package 2: Logo placement and articles

a) Within three consecutive months the logo of the sponsor will be placed as cooperation partner in the Sun-Connect Newsletter:

- six times in the Sun-Connect Africa and Asia Newsletter
- six times in the Sun-Connect East Africa Newsletter

b) Additionally Sun-Connect News will:

- publish up to two articles, written by the sponsor about topics related to decentralised energy
- or highlight up to two reports/studies of the sponsor, by publishing excerpts from it as articles

**Price** (plus VAT): 2,500 Euro (3 months) / 4,600 Euro (6 months) / 8,500 Euro (12 months)

### Package 3: Logo placement, article and content corner

In addition to the benefits of Package 2:

- a) Logo placement on the website as a cooperation partner:  
The logo of the sponsor will be published on the website of Sun-Connect Africa and Asia News ([www.sun-connect-news.org](http://www.sun-connect-news.org)) as a cooperation partner for three consecutive months (placement on the right sidebar in addition to the already existing logos of the partners).
- b) The Sponsor will have the opportunity to add its own content corner to the newsletter once a month. The sponsor is free to determine the content of the corner, but the size is limited:
- a short paragraph (up to 50 words, without headline)
  - up to three links to the website (blogs, announcements, publications, etc.)
  - additional links to social networks

**Price** (plus VAT): 3,500 Euro (3 months) / 6,500 Euro (6 months) / 11,000 Euro (12 months)

### ADVERTISING PACKAGES COMPARISON

	Package 1	Package 2	Package 3
1) Logo as cooperation partner in newsletter (3 consecutive months): - Sun-Connect Africa and Asia News - Sun-Connect East Africa News	6x 6x	6x 6x	6x 6x
2) Up to two articles, written by the sponsor <u>or</u> highlight up to two reports/studies	-	yes	yes
3) Logo placement on the Sun-Connect website as a cooperation partner (3 consecutive months)	-	-	yes
4) Content corner on the Africa and Asia News- letter (once a month)	-	-	yes
<b>3 months:</b>	<b>1,500.00 €</b>	<b>2,500.00 €</b>	<b>3,500.00 €</b>
<b>6 months:</b>	<b>2,800.00 €</b>	<b>4,600.00 €</b>	<b>6,500.00 €</b>
<b>12 months:</b>	<b>5,200.00 €</b>	<b>8,500.00 €</b>	<b>11,000.00 €</b>

*All prices plus 19% VAT (if applicable)*

## **MEDIA DATA**

**Sun-Connect News is published since 2010 by Stiftung Solarenergie - Solar Energy Foundation**

Editor: Harald Schützeichel

### **Africa and Asia News (since 2010)**

- 10,000+ subscribers of our weekly newsletter
- Out of 154 countries
- Readers: companies (manufacturers, distributors, service providers), investors, finance institutes, NGOs, practitioners, and state facilities worldwide.
- 70,000 clicks per month on average on webpage
- 1,400+ documents (studies, reports, market insights) for free download - the worldwide biggest database for decentralized energy supply
- Specific information about off-grid sector in 68 countries (News, documents, import procedures, market data)
- 1,300+ listed solar companies in developing countries
- 67 listed National Associations
- 100+ announced events, workshops, webinars p.a.
- 150+ published job offers p.a.
- 250+ published press releases p.a.

### **East Africa News (since 2018)**

- 2,500+ subscribers of weekly newsletter
- Readers: companies (manufacturers, distributors, service providers), investors, finance institutes, NGOs, practitioners, and state facilities with special focus on four East African countries: Kenya, Rwanda, Tanzania, Uganda
- 35,000 clicks per month on average on webpage

#### **Contact:**

Sun-Connect News, c/o Stiftung Solarenergie - Solar Energy Foundation  
Basler Landstr. 8, D-79111 Freiburg

[mail@sun-connect.org](mailto:mail@sun-connect.org)