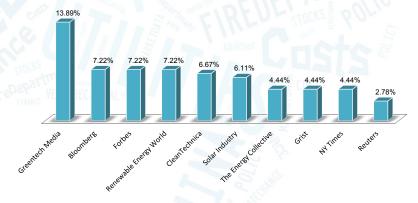
OLAR MARKETING INSIGHT A SOLARWAKEUP.COM REPORT

SolarWakeup.com publishes 9 news articles relevant to solar professionals, 5 days per week. Since the first edition of SolarWakeup, the news aggregation has remained an unbiased source of solar news most valuable to our industry. In an another effort to help solar companies and executives make great decisions, SolarWakeup is releasing its 1st monthly marketing breakdown.

Use this as another tool to make marketing, advertising and content creation decisions. As you publish articles, make sure they are relevant to trending topics. When making marketing decisions, understand where a sample of solar professionals are reading their solar news and when they are doing it. Most importantly, continue to drive solar news to the mainstream in any way possible!

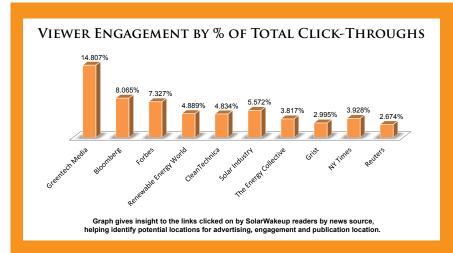
The key metric for SolarWakeup.com articles is the trend. What are the trending topics that solar professionals are reading about? What articles are being published by news sources relevant to solar? See the word cloud identifying the topics most commonly seen in the month of September. Use this information to drive your content for the next month to drive the most traffic possible.

SOLARWAKEUP CONTENT BY % OF TOTAL STORIES



Graph gives insight to the likelihood the news source is carrying news articles relevant to the solar industry by indifying the source of articles listed on SolarWakeup.com

MARKET WATCH



Where are SolarWakeup.com readers going to read the solar news? What publications had the most click-throughs from SolarWakeup.com in September?

Solar news articles are often published by the same sources that focus on the industry. Some sources have a higher than average click rate than others. This is another indicator for deciding the location for marketing and content pieces to be placed online

The list identifies the online portals that had at least 3 news articles aggregated by SolarWakeup.com in September with above average click through rates.

RANK	News Source	ARTICLE TITLE
1	Bloomberg	Solar Defaults Shock Holders as \$8.4 Billion Due: China Credit
2	Motley Fool	Beware of the Rooftop Solar Market
3	NBC	Solar Panels Growing Hazard for Firefighters
4	Business Insider	THE REVOLUTION IS REAL: Five Reasons Why US Solar Growth Is Going To Explode
5	Greentech Media	NextWave Greentech Investing: The Corporates Are Coming
6	Forbes	The Importance Of Selling Solar Door To Door
7	Reuters	Rooftop solar panels become new enemy of U.S. firefighters
8	Wall Street Journal	Utilities Want Solar Customers to Pay More
9	Grist	Can these three billionaire superfriends save the climate?
10	Wall Street Journal	Six Myths About Renewable Energy
11	Bloomberg	Four Numbers Say Wind and Solar Can't Save Climate
12	Huffington Post	Solar Power Is Finally Getting Closer To Battery Storage Technology
13	Forbes	Four Ways The Solar Boom Has Rattled Utilities
14	Motley Fool	Infighting Begins in Solar Industry
15	The Energy Collective	5 Reasons Why Solar Energy Projects are a Safe Investment
16	Greentech Media	AB 327: From California Solar Killer to Net Metering Savior?
17	Greentech Media	Four Charts That Prove the Future of Clean Energy Is Arriving
18	Bloomberg	Solar Panel Is Next Granite Countertop for Homebuilders
19	Greentech Media	The Encyclopedia of Solar Securitization, Part 1
20	Solar Industry Magazine	Groups To Develop Solar Power Projects For Electricity Co-Ops

This map gives you a snapshot regarding the geographic location of SolarWakeup readers.

You know your existing top markets and use this as an additional indicator for locational advertising.

