

Advertising Packages

Maximize your investment by choosing one of our advertiser programs and receive better rates PLUS exclusive benefits.

For All Packages

Buy More, Pay Less Per Ad

Rates are discounted based upon frequency.

Free Print Recognition of Your Company

Your company will receive a special full-color logo in the Advertiser Appreciation pages in *Insulation Outlook* and the *NIA Buyer's Guide: Insulation Products & Providers*, as well as in the online ad index at www.InsulationOutlook.com.

Free Web Listing of Your Company and Products

On www.InsulationOutlook.com, your company will receive a company and product listing, including a full-color logo and contact information so *Insulation Outlook* readers can easily find you and go to your website.

Free Event Recognition at NIA's Fall Summit/Insulation Expo USA Tradeshow and at NIA's Annual Convention

Your company will receive a special full-color logo on Advertiser Appreciation signs at these key meetings set up next to the registration area for maximum visibility for all attendees.

Free Social Media Recognition

Package advertisers will be mentioned in NIA's social media accounts and have the only opportunity to reach this unique audience.

10% Discount for 2017 MTL Product Catalog

Discount applies for the package of your choice. Make sure your products are listed where buyers are looking for them—on the only online library for the insulation industry. The MTL is part of the Mechanical Insulation Design Guide (MIDG), which teaches engineers and specifiers what insulation to use and how to properly design insulation systems.

Early Bird Special

Sign up for your company's 2017 advertiser package plan by December 12, 2016, in order to receive 2016 rates in 2017.

DISCOUNTS*

25%—NIA Active members**

(Insulation Contractors, Distributors, Fabricators, Metal Building Laminators)

10%—NIA Associate members**

(Manufacturers)

15%—Advertising agency discount for recognized agencies

Frequency Discounts:

Buy more and pay less per ad

- * To qualify for all NIA bonus programs, all ads must run during the 2017 calendar year.
- ** To qualify for the membership discount, you must have NIA membership in good standing through 2017 and at the time of insertion.

Custom Advertising Packages Maximize Exposure

It is rare to have an advertising platform that targets insulation end users as well as *Insulation Outlook*. The advertising staff at *Insulation Outlook* wants our advertisers to make the most of this unique opportunity with carefully crafted advertising packages meant to leave a lasting impression on readers.

Want readers to walk away with more than a positive impression of your business? Consider these options:

- **Mail your marketing brochure inside or alongside the magazine! We can attach it to the magazine so readers can remove it and keep your product information.**
- Belly bands wrap your ad around the cover of the issue so that your message is the first thing readers see!
- Customized polybagged mailings are available if you want to mail your product information in a clear plastic protector alongside the magazine.
- Blow-in cards are also available.
- **Try extended ads with specialty folds:** gatefolds, cover gatefolds, half gatefolds, barrel rolls.
- Add a stick-on note or attachment to your ad!
- Get personalized article reprints to hand out to your customers and clients.
- Want to get high tech? We can print Quick Response (QR) codes that interact with smartphones, sending the reader to your website, product or installation video, or other desired link. Augmented Reality options are also available for your ads!

Video Advertising

You will get maximum exposure for your video advertisements in the *NIA News* Digital Edition and the MTL Product Catalog. The MTL Product Catalog is the only online library of insulation technical information. On this site, companies can post material data safety sheets, marketing material, and installation videos—it is a perfect place to combine educational material and advertising to point customers toward your products.

SELECT 4*

- Purchase a color or black and white ad in **3 issues** of *Insulation Outlook* within the calendar year at the 3-time rate, **AND**
- Purchase **1 ad** in the *Buyer's Guide* at the current rate.

YOUR BONUS: 2 FREE Hot Links Ads

Receive **2 free Hot Links** ads showcasing your company's website in 2 *Insulation Outlook* issues of your choice.

Online Advertiser Index

Select 4 advertisers will have their company name, logo, description, and address listed in the advertiser index on www.InsulationOutlook.com for a full year! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

PREFERRED 7*

- Purchase a color or black and white ad in **6 issues** of *Insulation Outlook* within the calendar year at the 6-time rate, **AND**
- Purchase **1 ad** in the *Buyer's Guide* at the current rate.

YOUR BONUS: FREE Banner Ads for a Year

Reach a broader audience with a free, full-color company logo on the website at InsulationOutlook.com—posted for all of 2017.

4 FREE Hot Links Ads

Receive **4 free Hot Links** ads showcasing your company's website in any 4 *Insulation Outlook* issues of your choice.

Online Advertiser Index

Preferred 7 advertisers will have their company name, logo, description, address, phone number, email, and a link to their company's website in the advertiser index on www.InsulationOutlook.com posted for all of 2017! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

MTL Advertiser Bonus!

Preferred 7 package advertisers and Premier 12 package advertisers will receive a free product installation or marketing video link on the MTL Product Catalog. One MTL advertiser is highlighted in each issue of the E-News Bulletin.

Social Media Recognition

Receive enhanced company recognition, which may include NIA's Facebook page or Twitter accounts.

PREMIER 12*

- Purchase a color or black and white ad in **11 issues** of *Insulation Outlook* during the calendar year at the 11-time rate, **AND**
- Purchase **1 ad** in the *Buyer's Guide* at the current rate.

YOUR BONUS: Preferential Placement of Ads

Premier 12 advertisers receive the best possible ad placement in each issue! Each month their ad will go in one of the first ad positions available. (Note: Cover positions and page 3 command a premium rate.)

11 Free Hot Links Ads for a Year

Receive **11 free Hot Links** ads showcasing your company's website—one in each issue of *Insulation Outlook*—for the 2017 calendar year.

Online Advertiser Index

Premier 12 advertisers will have their company name, logo, expanded description, address, phone number, email, and a link to their company website listed in the advertiser index on www.InsulationOutlook.com for a full year! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

MTL Advertiser Bonus!

Preferred 7 package advertisers and Premier 12 package advertisers will receive a free product installation or marketing video link on the MTL Product Catalog. One MTL advertiser is highlighted in each issue of the E-News Bulletin.

Recognition in E-News Bulletin

Premier 12 advertisers will receive recognition in our electronic newsletter, which is sent to NIA members, strategic partners, and subscribers.

Social Media

Receive premium company recognition on NIA's Facebook page or other social media, including advertiser appreciation tweets.

Premier Mailings

Receive exclusive access to our *Insulation Outlook* audience, available only to Premier 12 advertisers. These advertisers have the valuable opportunity to send mailings or product samples to all or part of *Insulation Outlook's* circulation list. Pricing is determined on a case-by-case basis, and NIA must approve all mail advertisements. Mailing opportunities are limited.

Email Advertising

Premier 12 advertisers are given preference for the limited spots in NIA's email and digital ad space.

FREE Web Recognition for a Year

Reach a broader audience with your free, full-color company logo ad at Insulation.org and InsulationOutlook.com—posted for all of 2017 after you sign up for the Premier 12 package.