

Advertising Rates

BUY MORE,
PAY LESS

Rates are discounted based upon frequency so you can promote your company more often.

FOUR COLOR

	1x***	3x	6x	11x	BUYER'S GUIDE
Two-page spread**	\$6,995	\$5,965	\$5,640	\$5,160	\$8,080
Full page**	\$4,795	\$4,015	\$3,895	\$3,730	\$5,260
Two-thirds page	\$4,255	\$3,585	\$3,520	\$3,360	\$4,800
One-half page	\$3,990	\$3,355	\$3,275	\$3,175	\$4,440
One-third page	\$3,715	\$3,125	\$3,050	\$2,900	\$4,110
One-quarter page	\$3,455	\$2,900	\$2,865	\$2,735	\$3,715
One-sixth page	\$3,040	\$2,550	\$2,495	\$2,380	\$2,965
Hot Links	\$1,255	\$1,060	\$1,015	\$950	n/a

TWO COLOR

	1x***	3x	6x	11x	BUYER'S GUIDE
Two-page spread**	\$6,435	\$5,450	\$4,960	\$4,620	\$7,250
Full page**	\$4,140	\$3,470	\$3,375	\$3,165	\$4,675
Two-thirds page	\$3,595	\$3,005	\$2,960	\$2,820	\$4,150
One-half page	\$3,340	\$2,810	\$2,730	\$2,635	\$3,870
One-third page	\$3,260	\$2,735	\$2,485	\$2,360	\$3,545
One-quarter page	\$2,810	\$2,360	\$2,320	\$2,180	\$3,270
One-sixth page	\$2,380	\$1,995	\$1,950	\$1,820	\$2,410

BLACK AND WHITE

	1x***	3x	6x	11x	BUYER'S GUIDE
Two-page spread**	\$5,265	\$4,385	\$4,120	\$3,585	\$5,850
Full page**	\$2,925	\$2,445	\$2,330	\$2,135	\$3,050
Two-thirds page	\$2,380	\$2,005	\$1,925	\$1,780	\$2,505
One-half page	\$2,185	\$1,780	\$1,685	\$1,595	\$2,295
One-third page	\$1,835	\$1,550	\$1,445	\$1,325	\$1,950
One-quarter page	\$1,585	\$1,325	\$1,280	\$1,155	\$1,665
One-sixth page	\$1,175	\$980	\$925	\$805	\$1,380

OTHER ADVERTISING OPPORTUNITIES

Run multiple print ads for less: 18x and 24x discounted rates are available!

Magazine inserts, belly bands, gatefold, and mailings

Website advertisements or videos on *Insulation.org* and *InsulationOutlook.com*

Monthly E-News Bulletin email (limited space)

Digital advertisements in digital member newsletter (*NIA News*)

Newsletter email blasts (limited space)

Pricing available upon request

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12 emails per year

Starting at \$500 per ad

5 emails per year to members

* Membership must be active at the time of placement and insertion.

** Special premium page placement is available for an additional 10%. Cover positions are available for an additional premium.

*** Ads in the double issue are subject to 10% premium when purchased at a 1-time frequency. Advertisers will receive a rebate if they purchase subsequent ads.

Early Bird Bonus

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

Advertising Contact:

Ben Harmon at 202-367-2456 or ads@insulation.org

Additional Discounts*

25%—NIA Active members (Insulation Contractors, Distributors, Fabricators, Metal Building Laminators)

10%—NIA Associate members (Manufacturers)

15%—Advertising agency discount for recognized agencies