

Insulation Outlook Insertion Order

ADVERTISER

Company _____ Contact _____
 Address _____
 City _____ State _____ ZIP _____ Country _____
 Phone _____ Fax _____
 Email _____ Website _____

NIA Member Non-member

Agency _____
 Contact _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____ Fax _____ Email _____

AD FREQUENCY

Premier 12 Advertiser Preferred 7 Advertiser Select 4 Advertiser
 24-time 18-time 11-time 6-time 3-time 1-time**

AD SCHEDULE*

_____ January _____ August
 _____ February _____ September
 _____ March/April** _____ October
 _____ May _____ November
 _____ June _____ December
 _____ July _____ 2018 Membership Directory

HOT LINK SCHEDULE*

_____ January _____ August
 _____ February _____ September
 _____ March/April** _____ October
 _____ May _____ November
 _____ June _____ December
 _____ July

ADVERTISING SPECIFICATIONS

4-color 2-color Black only

_____ Full Page	_____ 2 Page Spread	_____ Insert
_____ 2/3 Page Vertical	_____ 1/3 Page Vertical	_____ 1/6 Page Horizontal
_____ 1/2 Page Horizontal	_____ 1/3 Page Horizontal	_____ 1/6 Page Vertical
_____ 1/2 Page Island	_____ 1/4 Page Vertical	_____ Hot Links

RATE INFORMATION

BILL ADVERTISER BILL AGENCY

	Magazine	Directory	MTL	Directory Ad Placement (Please rank in order of preference)
Rate	_____	_____	_____	_____ Member Company Listing
Applicable Premium	_____	_____	_____	_____ Key Personnel
Member Discount*	_____	_____	_____	_____ Service Charts
Gross	_____	_____	_____	_____ Manufacturer Product Guide
Recognized Agency Discount	_____	_____	_____	
Total Due Per Insertion	_____	_____	_____	

AD PLACEMENT

Special Request*** _____ Inside Front Cover Inside Back Cover Outside Back Cover

REQUEST RATE INFORMATION

_____ Inserts _____ Blow-in Cards _____ Convention Sponsorships _____ Tipped-in Brochures
 _____ Belly Bands _____ Bind-in Inserts _____ Gatefolds (6 and 8 pages) _____ Other Specialty Ads

AUTHORIZED SIGNATURES

Company/Agency _____ Date _____
 Insulation Outlook _____ Date _____



By signing this insertion order, the agency/advertiser agrees to the publisher's policies. Advertisement and bonus program package cancellations are subject to a termination fee.

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

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

*** Subject to a 10% premium and consent from the publisher is required. Requested pages may not be available every issue but will be accommodated when possible.