Ad Retargeting
Retargeting campaigns allow you to deliver your banner or video ads to NIA’s website visitors after they have left the website, as they are surfing their favorite news, entertainment, lifestyle, and business sites. When your banners are placed in our retargeting program, your ads “follow” our visitors while they perform Google searches and visit other partner websites within Google’s expansive Search and Display Networks. Google Search is the gold standard of internet search engines. The Google Display Network reaches 90% of internet users worldwide and includes more than 2 million publishers, including websites like nytimes.com and weather.com and Google-owned websites like Gmail, Blogger, and YouTube and more.

Retargeting is a cookie-based technology that uses a simple Javascript code to target your audience across the web and on social media, allowing us to serve your ads to qualified users that have visited the NIA website.

You provide your campaign budget and your ads will run until contracted impressions are met. Submitting all 5 ad sizes requested will provide the highest placement rate and allow the system to best optimize your ad campaign for performance. Keep the message simple and the text as large and easy-to-read as possible.

From the advertiser:
Banners
Display banners for both desktop and mobile in all of these sizes:
- 300x50
- 300x250
- 300x600
- 320x50
- 728x90

Video
- MP4
- 15-30 second video

Materials need to be to YGS at least two weeks prior to the campaign starting. (Pixel needs placed on the website two weeks prior to build the list of visitors who will be served the ads.)

Pricing
Display Ad: $25 CPM
Video: $65 CPM
Minimum order: 100,000 impressions

Material Requirements
From the advertiser:
- 600–800 words of content
- 2 images
- URL to link back to advertiser’s website
- 20 –30 words of content for ENB promotion
- Company logo

Price Suggeston From YGS: $5,000

NIA Sponsored Content Package
Advertisers are now able to post a white paper or sponsored content to a private webpage on NIA’s website. This package also included digital ads to drive readers and traffic to their content.

Reach insulation end users through sponsored content promoted across NIA’s digital platforms!

• Insulationoutlook.com and/or Insulation.org
  Provide NIA with copy, photos and links and they’ll take care of creating a page to host the content. This page will be promoted on the Insulation Outlook website homepage and banner on NIA’s main website.

• Social media
  Two Facebook and Twitter posts sent from each NIA account (@NIAInfo and @InsulationInfo). One at the beginning of the month and a reminder in the middle of the month.

• ENB
  Feature your sponsored content in both sends of ENB with a short blurb directed to NIA’s host page.

Case studies
Add Digital to Your Print Package

E-News Bulletin (ENB)
Type: Email
Frequency: Twice a month
Each month, NIA deploys 2 ENB email blasts to our members and subscribers, as well as emails related to special events and programs, such as the Spring Summit and member Convention.

Largest available email audience—members, regional organizations, and industry subscribers.

Individual Ad Purchases

Page Curl
Exclusive opportunity!
Placement: Run of website
Specs: 100 x 100 visible triangle, opening to a 400 x 400 pixel ad
Monthly Rate: $1,500
Quarterly Rate: $3,750
Annual Rate: $12,000

Rotating Banner Ad
Rotating on top of home page
Placement: InsulationOutlook.com home page and some subpages
Specs: 300 x 250 pixels
Monthly Rate: $350
Quarterly Rate: $325
Annual Rate: $300

Permanent Ads
Permanent in-article advertisements!
Companies who author articles for Insulation Outlook can purchase a banner or promo box advertisement to be placed in their article permanently.
Placement: Available only to companies authoring articles (placed in their article)
Specs: 300 x 250 pixels
Frequency: Permanent
Rate: $2,500 per ad

Website Ad Package
Get your ad in front of both the NIA membership and engineers—you get all 3 spots!

Insulation.org
Rotating leaderboard on all subpages
Specs: 468 x 60 pixels
Placement: 1 spot and advertisers rotate

InsulationOutlook.com
Rotating banner on home page
Specs: 970 x 250 pixels

InsulationOutlook.com
1 rotating rectangle ad throughout the site
Specs: 300 x 250 pixels
Placement: Subpages
Frequency: Monthly
Rate: Each package includes the above spots at $1,250 per month per package—3 total packages available per month.

RECOMMENDATION:
P12, P7, S4 Package Advertiser
Monthly Rate: Insulation Outlook print advertisers can add this package on for $1,000 per month.
Quarterly Rate: $3,000 and you get a free social media post.
Annual Rate: $10,000 and you get a free email banner ads and 2 social media posts.

Authors
Add your company’s digital ad into your digital article posting

Authors and their companies can now make their words go even further.

- Permanent digital ad, 300 x 250 pixels, displayed in your online article
- Customized social media post promoting the online article
- Customized link to your article for your company’s marketing promotions

Author’s Advertising Package Rate: $3,000

Digital Ad Package
Place your ad across all of our platforms.

Social Media
A customized social media post to our Facebook and/or Twitter audiences.
Frequency: 1 time

Email
A banner ad at the top of an E-News Bulletin
Specs: 560 x 112 pixels
Frequency: 1 time

Web
1 rotating rectangle ad
Placement: InsulationOutlook.com home page and some subpages
Specs: 300 x 250 pixels
Frequency: 1 time
Package Rate: Limited quantities

P12, P7, S4 Package Advertiser
Monthly Rate: $1,250 per month
Quarterly Rate: $3,000
Annual Rate: $10,000