New Digital Opportunities for 2022

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:
- 300 x 600
- 300 x 250
- 300 x 50
- 320 x 50
- 728 x 90

Video
- MP4
- 15-30 second video
- File Size: 8 MB
- Click-through URL

Materials need to be submitted, receipt confirmed, at least three weeks prior to the campaign starting.

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

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.

**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

Rate: $5,000
Add Digital to Your Print Package

Advertisers selecting these options should provide a click-through URL with their ad materials.

**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 Annual Convention and the Fall Summit.

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

**Top Leaderboard**
- **Specs:** 560 x 112 pixels
- **Rates:** Starting at $1,000 per ad

**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

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

**Insulation.org**
Run of site rotating leaderboard
- **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
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**Individual Ad Purchases**

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

**Rotating Banner Ad**
Rotating banner 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

**Rotating Banner Ad**
Rotating banner 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.
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- **Specs:** 300 x 250 pixels
- **Frequency:** Permanent
- **Rate:** $2,500 per ad

**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

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*Insulation Outlook Magazine*  
ads@insulation.org
NOW MORE THAN EVER, NIA MEMBERS NEED THE LATEST TECHNOLOGY SOLUTIONS TO SUPPORT THEIR BUSINESS.

Do you have a technology or digital solution that makes everyday construction projects more efficient or helps engineers, specifiers, or insulation professionals advance and grow their offerings and abilities? This section in select issues of *Insulation Outlook* is an easy way to communicate how your solution helps improve business operations, increase productivity, or protect workers.

Your placement within the Tech Marketplace includes:
- Designed piece published within special section of *Insulation Outlook*
- Listing on NIA’s website
- Social Media Promotion
- Promotion in NIA’s E-News Bulletin

You provide:
- High-resolution product photo (2.801w x 1.6855h)
- 70-word description
- Headline/product name
- Company website
- Contact email address
- Company logo (.eps file preferred)

Entire Readership + Engineers:
Non-member pricing
1x rate: $3,750
2x rate: $3,600
3x rate: $3,300
4x rate: $3,100

Contractor Readership:
1x rate: $1,200
2x rate: $1,050
3x rate: $924
4x rate: $799

Sign up now to get in all the sections!

- December 2021
- 2022 Buyer’s Guide in January 2022
- NIA’s Double Issue in Spring 2022
- August 2022
- November 2022