Our Audience Is ENGINEERS AND CONTRACTORS Who Are Searching for Insulation Products and Information

**Insulation Outlook** Magazine

**MEDIA PLANNING KIT**

*Insulation Outlook* magazine is written by insulation experts for engineers, specifiers, and contractors to educate them on products and best practices for mechanical insulation systems in both commercial facilities and industrial plants.

[www.InsulationOutlook.com](http://www.InsulationOutlook.com)
The Official Publication of the National Insulation Association (NIA)
Readership Demographics
Surveys of Insulation Outlook readers prove time and again that our readers trust our magazine and use it to guide purchasing decisions, train personnel, and design and specify insulation systems. See the graphs at right for a better breakdown of our subscriber base. Your NIA sales manager can share additional statistics and reader quotes.

KEY DECISION MAKERS:
- Architects
- Building Inspectors
- Consulting Engineers
- Energy/Environmental Engineers
- Insulation Contractors
- Insulation Fabricators
- Maintenance Engineers
- Mechanical Contractors
- Mechanical Engineers
- NIA Member Company Representatives
- Plant Owners & Managers
- Specifying Engineers

KEY INDUSTRIES:
- Chemical
- Commercial
- Food Processing
- Gas Processing
- Institutional
- Petroleum
- Power
- Pulp and Paper
- Utilities

Subscribers: 11,500
Readership: 30,000
- 90% used products featured in Insulation Outlook for their projects and/or specifications.
- 78% of Insulation Outlook readers are involved in purchasing.

Insulation Outlook
Circulation:
- 85% Insulation End Users
- 13% NIA Members
- 2% Other (complimentary and paid)

Primary Occupation of Subscribers:
- 85% Insulation End Users
- 80% Engineers
- 7% Mechanical Contractors
- 5% Facility/Plant Managers or Owners
- 1% Building Inspectors
- 5% Architects
- 1% Energy/Code Officials
- 1% Academics

Secondary Audience of Magazine:
- 13% NIA Members
- 47% Contractors
- 20% Distributors
- 5% Fabricators
- 2% Laminators
- 20% Manufacturers
- 6% Other Categories

CIRCULATION BREAKDOWN OF PRIMARY INDUSTRY
- 42% Commercial
- 33% Industrial
- 11% Utilities
- 8% Institutional
- 6% Government Agencies
2022 Editorial Offerings

Engineers, specifiers, and NIA members are encouraged to share their expertise on the following topics as they relate to the insulation industry. Article submissions on insulation are welcome for every issue. Topics subject to change.

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial</th>
<th>Editorial Due</th>
<th>Ad Space and Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2022</td>
<td>Preparing for the Future</td>
<td>11.1.21</td>
<td>11.15.21</td>
</tr>
<tr>
<td>February 2022</td>
<td>Acoustics</td>
<td>12.1.21</td>
<td>1.4.22</td>
</tr>
<tr>
<td>March/April 2022</td>
<td>State of the Industry Double Issue: Insulation Industry Resources</td>
<td>1.1.22</td>
<td>2.1.22</td>
</tr>
<tr>
<td>May 2022</td>
<td>Industry Trends</td>
<td>3.1.22</td>
<td>4.1.22</td>
</tr>
<tr>
<td>June 2022</td>
<td>Commercial Insulation Systems</td>
<td>4.1.22</td>
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<tr>
<td>July 2022</td>
<td>Carbon &amp; Sustainability</td>
<td>5.3.22</td>
<td>6.1.22</td>
</tr>
<tr>
<td>August 2022</td>
<td>Technology &amp; Tools</td>
<td>6.1.22</td>
<td>7.1.22</td>
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<tr>
<td>September 2022</td>
<td>Industrial Insulation Systems &amp; CUI Prevention</td>
<td>7.1.22</td>
<td>8.2.22</td>
</tr>
<tr>
<td>October 2022</td>
<td>Distribution &amp; Supply Chain</td>
<td>8.1.22</td>
<td>9.2.22</td>
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<tr>
<td>November 2022</td>
<td>Resiliency &amp; the Insulation Industry</td>
<td>9.1.22</td>
<td>10.3.22</td>
</tr>
<tr>
<td>December 2022</td>
<td>Building Envelope and Metal Buildings</td>
<td>10.3.22</td>
<td>11.1.22</td>
</tr>
</tbody>
</table>

2023 Buyer’s Guide: Insulation Products & Providers
NIA’s Annual Product Purchasing Guide and Membership Directory
Ad Space and Materials: Fall 2022
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:** $750 per ad

**Sponsored Content with Square**
- **Specs:** 40 words, headline, link,
- **Square Ad:** 250 x 207 pixels
- **Rates:** Starting at $1,000 per ad

**Banner Ad in Publication**
- **Specs:** 560 x 112 pixels
- **Rates:** $600 per ad

**Square Ad**
- **Specs:** 250 x 207 pixels
- **Rates:** $500 per ad

**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

**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

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.

**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

**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
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.

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
# Free Benefits for Our Frequent Partners

## Choose Our 2022 Advertising Packages and Receive FREE Benefits

<table>
<thead>
<tr>
<th>Advertising Package</th>
<th>PREMIER 12</th>
<th>PREFERRED 7</th>
<th>SELECT 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Insulation Outlook &amp; Buyer’s Guide</strong></td>
<td>Includes 11 issues of <em>Insulation Outlook</em> in 2021 at the 11-time rate, and 1 ad in <em>Buyer’s Guide</em> at the current rate.</td>
<td>Includes 6 issues of <em>Insulation Outlook</em> in 2021 at the 6-time rate, and 1 ad in <em>Buyer’s Guide</em> at the current rate.</td>
<td>Includes 3 issues of <em>Insulation Outlook</em> in 2021 at the 3-time rate, and 1 ad in <em>Buyer’s Guide</em> at the current rate.</td>
</tr>
<tr>
<td><strong>Print Hot Links Ads</strong></td>
<td>11 FREE in all <em>Insulation Outlook</em> issues.</td>
<td>4 FREE in the <em>Insulation Outlook</em> issues of your choice.</td>
<td>2 FREE in the <em>Insulation Outlook</em> issues of your choice.</td>
</tr>
<tr>
<td><strong>Editorial Space</strong></td>
<td>Free editorial placement in <em>Insulation Outlook</em>’s News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <em>Insulation Outlook</em>.</td>
<td>Free editorial placement in <em>Insulation Outlook</em>’s News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <em>Insulation Outlook</em>.</td>
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</tr>
<tr>
<td><strong>1 Year Online Advertiser Index</strong></td>
<td>Your company name, logo, expanded description, address, phone number, email, and a link to your website listed in the advertiser index on <a href="http://www.InsulationOutlook.com">www.InsulationOutlook.com</a>.</td>
<td>Your company name, logo, description, address, phone number, email, and a link to your website listed in the advertiser index on <a href="http://www.InsulationOutlook.com">www.InsulationOutlook.com</a>.</td>
<td>Your company name, logo, description, address, and a link to your website in the advertiser index on <a href="http://www.InsulationOutlook.com">www.InsulationOutlook.com</a>.</td>
</tr>
<tr>
<td><strong>NIA Events</strong></td>
<td>Free event recognition with your company logo at NIA’s Spring Summit and NIA’s Annual Convention.</td>
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<td>Free event recognition with your company logo at Spring Summit and NIA’s Annual Convention.</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>Premium recognition on NIA’s Facebook page or other social media, including advertiser appreciation tweets.</td>
<td>Enhanced recognition, which may include NIA’s Facebook page or Twitter accounts.</td>
<td></td>
</tr>
<tr>
<td><strong>Email Advertising</strong></td>
<td>Recognition in our enewsletter, sent to NIA members, strategic partners, and subscribers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Digital Preference</strong></td>
<td>Preference for the limited spots in NIA’s email and digital ad space.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Premium Placement</strong></td>
<td>Each month your ad will go in one of the first ad positions available. (Note: Cover positions and page 3 command a premium rate.)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Add one of our digital packages to your program!**

**Early Bird Bonus**

Sign up by November 15, 2021, for your complete 2022 ad package and get it for the 2021 rates!

**SIGN UP TODAY!**

ads@insulation.org
## Member Advertising Rates

**Rates for all 2022 Advertising and the 2023 Buyer’s Guide**

All ads are discounted for frequency. Buy more and save.

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>1X***</th>
<th>3X</th>
<th>6X</th>
<th>11X</th>
<th>2023 BUYER’S GUIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEMBER TYPE</strong></td>
<td><strong>ACTIVE/ASSOC</strong></td>
<td><strong>ACTIVE/ASSOC</strong></td>
<td><strong>ACTIVE/ASSOC</strong></td>
<td><strong>ACTIVE/ASSOC</strong></td>
<td><strong>ACTIVE/ASSOC</strong></td>
</tr>
<tr>
<td>Full page**</td>
<td>$3,740/$4,490</td>
<td>$3,131/$3,762</td>
<td>$3,040/$3,645</td>
<td>$2,913/$3,495</td>
<td>$4,105/$4,930</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>$3,320/$3,985</td>
<td>$2,810/$3,355</td>
<td>$2,745/$3,298</td>
<td>$2,620/$3,150</td>
<td>$3,745/$4,495</td>
</tr>
<tr>
<td>One-half page</td>
<td>$3,110/$3,735</td>
<td>$2,615/$3,142</td>
<td>$2,555/$3,070</td>
<td>$2,477/$2,975</td>
<td>$3,465/$4,155</td>
</tr>
<tr>
<td>One-third page</td>
<td>$2,841/$3,504</td>
<td>$2,394/$2,872</td>
<td>$2,336/$2,801</td>
<td>$2,219/$2,632</td>
<td>$3,141/$3,774</td>
</tr>
<tr>
<td>One-quarter page</td>
<td>$2,695/$3,235</td>
<td>$2,260/$2,715</td>
<td>$2,238/$2,684</td>
<td>$2,133/$2,560</td>
<td>$2,898/$3,575</td>
</tr>
<tr>
<td>One-sixth page</td>
<td>$2,372/$2,845</td>
<td>$1,988/$2,388</td>
<td>$1,945/$2,336</td>
<td>$1,857/$2,228</td>
<td>$2,315/$2,778</td>
</tr>
<tr>
<td>Hot links</td>
<td>$980/$1,175</td>
<td>$827/$995</td>
<td>$792/$953</td>
<td>$745/$890</td>
<td>N/A</td>
</tr>
<tr>
<td>2-page spread**</td>
<td>$5,460/$6,550</td>
<td>$4,565/$5,479</td>
<td>$4,315/$5,176</td>
<td>$4,025/$4,739</td>
<td>$5,611/$6,121</td>
</tr>
</tbody>
</table>

### Custom Advertising

**Packages Maximize Exposure**

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

- **Belly band:** Wrap your ad around the cover of the issue so that your message is the first thing readers see.

- **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.

- **Advertorials:** Need to say more about your product or its possible applications? Purchase editorial space for a product advertorial.

### Savings!

NIA members receive 10–25% off the non-member rate (member-discounted rate shown above).

An additional discount is offered when a check payment is made within 30 days.

Save even more with 18x and 24x packages!

Bundle print, email, and web ads with event sponsorships to save more.

### Early Bird Bonus

**Sign up by November 15, 2021, for your complete 2022 ad package and get it for the 2021 rates!**
Non-Member Advertising Rates

Non-Members: Join NIA to receive 10–25% off each ad!

<table>
<thead>
<tr>
<th>4 COLOR</th>
<th>1X***</th>
<th>3X</th>
<th>6X</th>
<th>11X</th>
<th>2023 BUYER'S GUIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page**</td>
<td>$4,893</td>
<td>$4,296</td>
<td>$3,974</td>
<td>$3,806</td>
<td>$5,000</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>$4,341</td>
<td>$3,756</td>
<td>$3,591</td>
<td>$3,429</td>
<td>$4,750</td>
</tr>
<tr>
<td>One-half page</td>
<td>$4,070</td>
<td>$3,522</td>
<td>$3,341</td>
<td>$3,239</td>
<td>$4,540</td>
</tr>
<tr>
<td>One-third page</td>
<td>$3,791</td>
<td>$3,288</td>
<td>$3,111</td>
<td>$2,959</td>
<td>$4,204</td>
</tr>
<tr>
<td>One-quarter page</td>
<td>$3,525</td>
<td>$3,158</td>
<td>$2,924</td>
<td>$2,791</td>
<td>$3,791</td>
</tr>
<tr>
<td>One-sixth page</td>
<td>$3,101</td>
<td>$2,801</td>
<td>$2,545</td>
<td>$2,429</td>
<td>$3,025</td>
</tr>
<tr>
<td>Hot links</td>
<td>$1,281</td>
<td>$1,181</td>
<td>$1,035</td>
<td>$970</td>
<td>N/A</td>
</tr>
<tr>
<td>2-page spread**</td>
<td>$7,136</td>
<td>$6,585</td>
<td>$5,754</td>
<td>$5,264</td>
<td>$8,242</td>
</tr>
</tbody>
</table>

ASK ABOUT OUR DEALS FOR NEW ADVERTISERS!

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

A 2% check discount is offered. Not all advertisers qualify for the rates and discounts shown. To qualify for all NIA bonus programs, all ads must run during the 2021 calendar year. To qualify for the membership discount, you must have NIA membership in good standing through 2021 and at the time of insertion.

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

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

Note: Black and white available upon request.

Early Bird Bonus
Sign up by November 15, 2021, for your complete 2022 ad package and get it for the 2021 rates!
TWO OPTIONS TO HELP PROMOTE YOUR UNIQUE MESSAGE.

Each month, *Insulation Outlook* magazine focuses on a different aspect of the industry. While our articles are product neutral, you can now buy a page or spread to explain what makes your product different and why the industry should be using it. To reinforce your branding, you can pair it with a full page ad. This is your chance to speak directly to buyers, engineers, and end users.

**Leading Edge**
What do you want customers to know about your product? Does it save contractors time or have a wider temperature range? Explain your product, its benefits, and its typical uses to *Insulation Outlook*’s insulation end-user audience! Expand on your service offerings, share your product innovations, or say more about your company.

**Insulation Essentials**
Engineers and contractors can be hard to reach. We offer you the space to make your sales pitch or explain your product’s assets in a well-established, award winning, third party magazine. Consider including a link to videos or white papers in your space to generate more leads.

**Inspire Brand Loyalty**
The following benefits are included with your advertising package:

- Combine marketing messages with an explanation of your product’s recommended applications along with your photos and logos.
- Your provided content will receive professional editing and will be flowed into an established advertorial template.
- Establish credibility while reaching a readership of industry decision makers.

Please note: Because of the additional time needed for the production of the advertorials, we advise that the ad space is booked and content provided two weeks before the issue ad space deadline. Limited availability.

**Please contact your Account Executives, Justin or Rob, today for more information.**
The full NIA media kit can be found here: [www.insulation.org/io/advertisers/](http://www.insulation.org/io/advertisers/)
The Key to Better Operations and a Better
Bottom Line

Unlike in past years when a business was required to claim depreciation—spreading the recovery of their expenditure over several years—many businesses will be able to fully and immediately deduct the cost of certain equipment. This provision is also tied to the TCJA, which allows businesses to claim a deduction equal to 9% (6% for some oil and gas activities) of their production activities’ income or their taxable income for the year, whichever was less.

This provision has also been made retroactive to September 27, 2017. The DPAD allowed businesses to immediately deduct the cost of certain equipment. This provision has also been made retroactive to September 27, 2017. The DPAD allowed businesses to claim a deduction equal to 9% (6% for some oil and gas activities) of their production activities’ income or their taxable income for the year, whichever was less.
NIA hosts two events per year: NIA’s Annual Convention and NIA’s Fall Summit. Both events bring together individuals from all sectors of the mechanical insulation industry—contractors, distributors, fabricators, manufacturers, and laminators—on a national level.

**NIA offers many sponsorship opportunities at each event, based on your company’s goals and objectives. Email Erin Penberthy at events@insulation.org to discuss any of these opportunities.**

### Branding Sponsorships

NIA has a variety of branding opportunities to put your logo front and center at our events. Some of them are included below, but NIA staff can work with you to customize your needs to make sure your brand gets into the hands of attendees.

- Badge holder
- Bag
- Hat
- Water bottle
- Pen
- Notebook
- Hotel key card
- Hand sanitizer
- Web camera covers
- And more!

### Networking Sponsorships

Networking is one of the key objectives at NIA’s events, and schedules are designed to offer a variety of opportunities as well as leaving open time to allow attendees to schedule their own meetings. Opportunities include:

- Mobile Meeting App,
- Welcome and Appreciation Evenings,
- Farewell Dinner,
- Coffee breaks and continental breakfasts,
- First Timers Reception,
- New Member Orientation,
- Golf Tournament,
- Dessert Suites,
- And more!

### Education/Thought Leadership Sponsorships

Another key objective at NIA’s events is education to advance the mechanical insulation industry. NIA offers numerous opportunities with this focus:

- Keynote Speaker Presentations,
- General Session and Luncheon, and
- Registration Packet Insert.

Please email events@insulation.org for the most updated sponsorship brochure and to learn more.
NIA learning programs are available to sponsor and host as in-person or virtual private courses exclusively for corporate teams and clients. Increase your team’s knowledge and expertise, while saving time and money by hosting a course. NIA members receive significant discounts for all learning programs, and additional discounts are available to Gold-Elite Foundation Contributors and engineers. Email Erin Penberthy at events@insulation.org to discuss any of these opportunities.

Course options include:

**NIA’s Understanding Mechanical Insulation**

This 2-day course is an excellent resource for professionals newer to the industry to give them more knowledge of mechanical insulation and its products.

**NIA’s Thermal Insulation Inspector Certification™ Program**

This is a 2-part, 4-day course to educate insulation inspectors on how to evaluate mechanical insulation installation and determine whether it is compliant with specifications. The certification-level course is designed for experienced insulation professionals ready to learn a new specialty and companies ready to offer insulation system inspection as part of their services. The course is beneficial for anyone who has responsibility for contracts, maintenance, business development, quality assurance (QA)/quality control (QC), project oversight, safety, inspections, estimating, management, product development, mechanical insulation system design, and specification development.

**NIA’s Understanding Specifications**

Participants will learn about the purpose and complexity of specifications, how they vary between market segments, and how to apply that knowledge to benefit their company. This is a 5-hour virtual course for the commercial and industrial insulation markets. The course has been designed to benefit multiple audience segments involved in the design and application of mechanical insulation for both new construction and maintenance.

**NIA’s Insulation Energy Appraisal Program (IEAP)**

This 2-day course teaches students how to determine the optimal insulation thickness and corresponding energy and dollar savings for a project. The refreshed, certification-level course is designed for participants who are looking to expand their skill set and companies that want to expand their business capabilities by adding insulation appraisals to show insulation’s return on investment to their customers.

**Webinar Sponsorship Opportunities**

With most educational opportunities offered virtually these days, webinars are a great way to showcase your brand as a thought leader to NIA members. NIA offers four distinctive webinar sponsorship opportunities to help members reach their targeted audience and objectives.

**Member-presented Product Webinar**

- A webinar that is presented by a NIA member company.
- Content is developed and presented by the member company. *(NIA does not endorse webinar content or accuracy of content.)*
- Sponsoring companies can discuss their latest products or services to members and end users.

**Member-presented Webinars**

- A webinar that is presented by a NIA member company.
- The content is created by the member company. *(NIA does not endorse webinar content or accuracy of content.)*

**Sponsored NIA Webinars**

- A webinar that is presented by NIA and sponsored by a NIA member company.
- The content is unbiased, industry focused, and created by or for NIA. The sponsor may help select from a range of member-generated topics.

**Webinar Calendar Listing**

- Your webinar is promoted on NIA’s online industry calendar of events.
- This opportunity is available for NIA members only.

To learn more, please visit [www.insulation.org/training-tools/webinaropportunities](http://www.insulation.org/training-tools/webinaropportunities) or email training@insulation.org.
MECHANICAL SPECS
Trim size: 8.25”w x 10.875”h
Method of printing: Web offset
Method of binding: Saddle stitch

2-Page Spread Bleed 16.75”w x 11.125”h
Full-Page Bleed 8.375”w x 11.125”h
Two-Thirds Page Vertical 4.5625”w x 9.75”h
One-Half Island 4.5625”w x 6.75”h
One-Half Page Horizontal 7”w x 4.75”h
One-Third Page Horizontal 2.1875”w x 9.75”h
One-Third Page Vertical 4.5625”w x 4.75”h
One-Quarter Page Vertical 3.125”w x 4.75”h
One-Sixth Page Vertical 4.75”w x 2.1875”h
Hot Links* Vertical 2.125”w x 3”h
Inserts (4 to 24 pages, excludes 6-page gatefold) 16.75”w x 11.125”h
Bellyband (printed on 50-60 lb. paper) 2.5-4.5”w x 18-21”h
Gatefold (6 or 8 pages) 8.375”w x 11.125”h

Width must be .25 narrower than trim. Insulation Outlook trim size is 8.25” x 10.875”. Folded flap must be .125 narrower than covers. Bind-in cards and blow-in cards are also available. For more information, contact ads@insulation.org.

GENERAL REQUIREMENTS AND FORMATS
• A high-resolution PDF/X-1a file is required for all ads.
• Colors must be CMYK. No ICC profiles, RGB, or Pantone colors.
• Resolution of all images must be at least 300 dpi. Line art should be 600 dpi.
• Vital copy and images must be at least 1/8” away from trim. Spread ads must have at least 3/8” total gutter.
• Materials must be submitted without crop marks, and full-page ads should include the required 1/8” bleed.
• All fonts used must be embedded in the PDF file.
• Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font Adobe® Garamond Bold).
• Flatten all layers and set transparency to highest setting.
• Ads must be suitable to print as is. NIA is not responsible for any errors in content.

Please note: Materials that do not meet the stated advertising specifications will be rejected. Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

All ads must match the correct specs. Ads that do not conform to Insulation Outlook sizes will be corrected, refused, or replaced with the company’s previous ad. Advertisers are responsible for all fees incurred as the result of incorrect ads and may be subject to additional fees if previous ad published was larger. Insulation Outlook is not responsible for any issues that arise from ad corrections.

INSERTS
Rates: Each insert counts as 1 insertion toward earned rate. Binding the insert is included in the price. Tipping will incur additional charges. Based on the type of insert or finishing requested, other fees may apply. Proof and specs must be submitted to determine pricing.
Weight: Inserts can range from 60- to 100-pound offset stock, coated or uncoated.
Format: Inserts can be printed for you at an additional fee. They can also be provided by the advertiser in finished form, printed, folded, and ready for binding in sufficient quantity to meet press run of target issue. A sample must be provided to publisher 30 days prior to publication. Inserts are jog to the head, and an additional 1/8” trim is taken. Live area should begin 1/4” below the top of the insert.

POLICIES
Artwork must be submitted through the send my ad portal (upload your ad: https://theygsgroup.sendmyad.com). Insulation Outlook is not responsible for ad corrections, and any corrections made are at the advertiser’s expense. If corrections or changes are made after the material close date, late fees are applicable. No ad or contract changes will be accepted after the material close date unless the substituted ad is of like size and color. If new materials are not submitted by the material close date for the contracted issue, the previous advertisement will be repeated and the cost billed will be according to the ad that was published, regardless of insertion order. Any materials submitted or changed after the material close date are subject to a late fee. Ads must match trim size.
If you have questions about how to submit your ad, contact the YGS Production Coordinator at sendmyad@theygsgroup.com.
Publisher’s Policies

**CONTRACT RATES**
All advertising sold to run in the 2021 calendar year must pay the 2021 rates. There are no exceptions.

Contract rates are based on the total number of insertions used within a calendar year. Advertising schedules composed of multiple space units are entitled to the frequency rate for each unit. Advertorials are 1 unit. However, if advertiser submits 2 1/2-page ads instead of a full-page ad, publisher will charge for the cost of 2 1/2-page ads, not a full page—even if the ads are stacked on 1 full page.

Advertisers will be short-rated if they fail to use the number of insertions upon which their discount rate is based. Advertisers will be rebated if, within the same calendar year, they have used sufficient space to warrant a lower rate.

If an ad supplied is different than the contracted space, advertiser will be billed at the higher rate (i.e., if a 1/3-page ad was contracted, but publisher was provided with a 1/4-page ad, the 1/3-page ad will be billed).

**APPLICABILITY**
All advertising submitted to NIA is subject to NIA’s Publications C-3 Policy. The terms and conditions contained herein apply to all advertising orders and, without limiting the applicability to the foregoing, shall be incorporated by reference into any insertion order, copy instruction, letter, invoice, or any other sales document. Any additional or different terms or conditions proposed by advertisers or advertising agencies are objected to and are hereby rejected. Advertiser and agency hereby assent to and shall be bound by each and every term and condition set forth herein, notwithstanding and irrespective of any terms and conditions in advertiser’s or agency’s insertion order, copy instruction, letter, or other purchase documents (whenever issued), which may be different than or inconsistent with those stated herein. These terms and conditions contain the entire understanding governing the business relations that exist with publisher with respect to advertisements in Insulation Outlook and, except as expressly provided herein, these terms and conditions may not be modified or altered except in writing, duly executed by the parties.

**TERMS OF PAYMENT**
All payment is required on time. All payments must be made in U.S. currency and advertisers are responsible for any exchange or transfer fees. A 2% check discount is offered when payment is made within 30 days. Advance payment is required from advertisers and agencies that have no established credit record with Insulation Outlook or at the publisher’s discretion. Invoices not paid within 60 days are subject to an interest charge of 2% per month on the outstanding balance. Advertiser and advertising agency are jointly responsible for payment of advertisements appearing in this publication. Efforts will be made to obtain payment before sending accounts to collections, including billing the advertiser directly and billing any credit card on file for that account. Advertiser agrees to reimburse any sums expended by publisher, including but not limited to attorneys’ fees, collection fees, and any other expenses incurred by publisher in collection of payment for any amount due to publisher. The rights of publisher shall in no way be affected by any dispute or claims between advertiser and agency.

Publisher reserves the right to reject advertisements if payment for previous advertisements is overdue.

**COMMISSION FORFEIT**
A commission of 15% of gross billing is allowed to recognized agencies belonging to marketing associations for display advertising space, if paid within 60 days. After 60 days, agency commission is automatically forfeited. Commission is not allowed on such charges as artwork, design, reprints, printing, PDFs, and special handling charges. No cash discounts.

**CANCELLATIONS**
Premium positions and digital contracts cannot be canceled. Full pre-payment of the entire digital contract is required. Refunds/credits will not be given if the advertiser fails to supply digital ad materials. All program cancellations will be billed at 50% of the full contract for any unused ads, and other marketing exposure received as part of the bonus program will be billed at the full value of each if the insertion order is not completed. All cancellations must be received in writing and receipt confirmed prior to the advertising space reservation deadline. Companies cannot cancel after the space reservation deadline. Cancellation requests should be sent to ads@insulation.org and to publications@insulation.org.

**LIABILITY**
Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of the ads, and that the publication by publisher will not violate the rights of any third party or any law. Advertiser and agency shall indemnify and hold publisher harmless from and against any loss, expense, or liability resulting from claims or suits based upon such ads, without limitation.

Publisher is not responsible for incorrectly submitted ad files, including file corruption and format, size, resolution, color, and trim issues. Files may be corrected and the advertiser billed for the expense. All ads require a hard-copy proof. Color-matched SWOPs are preferred. Publisher cannot be held responsible for ad quality if SWOP is not provided, and full payment will be required.

No ad changes will be accepted after the material close date unless the substituted ad is of like size and color. If new materials are not received by the materials close date for the contracted issue, the previous advertisement will be repeated. Any materials submitted or changed after the material closing date are subject to a late fee. Changes after the materials close date cannot be guaranteed, and the publisher reserves the right to run the previous ad instead.

Publisher assumes no liability for injury, damage, loss, accident, delay, or irregularity for any reason whatsoever arising from said advertisement. Errors by publisher in published ads shall not constitute a breach of contract, but shall, if brought to publisher’s attention no later than 5 business days after the ad appears, entitle advertiser to credit for actual space of error on the first insertion only, unless a proof of the ad was furnished to or by publisher, in which event advertiser and/or agency shall accept full responsibility. Publisher’s liability for failure to publish an ad shall not exceed a refund or credit for publisher’s charge for such ad.

Publisher reserves the right to reject any advertisement. The rejection by publisher for any reason whatsoever shall not be considered a breach of contract, but shall require advertiser and/or agency to supply new copy acceptable to publisher. Publisher reserves the right to label any advertisement with the word “advertisement.”

The appearance of an advertisement and/or a product or service information in Insulation Outlook and its articles does not constitute an endorsement of such products or services by NIA.

Any deliberate attempt to simulate a publication’s format is not permitted.

**DISCLAIMER**
Publisher is not liable for delays in delivery and/or non-delivery in the event of act of God, action of any governmental or quasi-governmental entity, widespread illness, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstance beyond the control of publisher affecting production or delivery in any manner.

**MISCELLANEOUS**
This agreement shall be governed by and construed in accordance with the laws of Virginia, without regard to conflict of laws/principles. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Fairfax County, Virginia. In the event that any provision hereof is determined to be invalid or unenforceable by a court of competent jurisdiction, the parties intend that the court should reform the provision to such narrower scope as it determines to be enforceable, and such determination shall not affect nor impair the validity or enforceability of any of the remaining provisions. Headings are inserted for convenience only and in no way define, limit, or extend the scope or intent of any provision herein. Failure of publisher to insist on performance of any of these terms shall not be construed as a waiver of such terms and shall not affect the right of publisher thereafter to enforce each and every term hereof.

**LIST AVAILABILITY**
The Insulation Outlook list is not available for rental. A limited number of mailings are possible for Premier 12 advertisers. Contact ads@insulation.org for details.
Why choose *Insulation Outlook*?

Ads in *Insulation Outlook* are seen by engineers, mechanical contractors, and insulation contractors who are actively interested in insulation products.

No regional newsletter brings you an audience of engineers. No engineering magazine focuses on insulation.

**ONLY WE DO BOTH.**

95%

*Subscribers say that *Insulation Outlook* brings products to their attention that they otherwise would not have known about.*

85%

*SAY *INSULATION OUTLOOK* IS THEIR PREFERRED MAGAZINE FOR INFORMATION RELATING TO INSULATION*

78%

*OF *INSULATION OUTLOOK* READERS ARE INVOLVED IN PURCHASING*

*Insulation Outlook* magazine is the only magazine that focuses exclusively on insulation for industrial and commercial mechanical and specialty systems. It focuses on system design, best practices, and products. It is the ideal place to reach a captive audience that is starved for insulation information and looking to make insulation purchases.