

Digital Marketing Opportunities

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

Permanent Online Ads for Authoring Company

Companies can add permanent ads into their digital article posting.

Companies who author articles for *Insulation Outlook* can purchase a banner or promo box advertisement to be placed in their article **permanently**.

- Permanent digital ad, 300 x 250 pixels, displayed in your online article
- Easier for social media posts promoting the online article and products
- Customized link to your article available for your company's marketing promotions

Placement: Available only to companies authoring articles (placed in their article)

Specs: 300 x 250 pixels

Frequency: Permanent

Rate: \$1,000

Sponsored Content Package

Email, LinkedIn, and website ads reach all audiences on all of our channels.

Social Media Image and 215 Word Post

A customized social media post to our LinkedIn and Twitter audiences.

Sponsored Content Post Email

Banner ad at the top of an *E-News Bulletin*

Specs: 560 x 112 pixels

Web

Rotating rectangle ad

Placement: *InsulationOutlook.com* home page and some subpages

Specs: 300 x 250 pixels

NIA Member Rate

Each bundle includes the above spots one time per month

Monthly Rate: \$1,250 per month

Quarterly Rate: \$3,000

Annual Rate: \$11,000

Website Ad Bundle

Run of website ads in front of both the NIA membership and engineers—you get all locations!

Insulation.org

Run of site rotating leaderboard

Specs: 468 x 60 pixels

InsulationOutlook.com

Rotating banner on home page

Specs: 970 x 250 pixels

InsulationOutlook.com

Rotating rectangle ad throughout the site

Specs: 300 x 250 pixels

Placement: Subpages

Frequency: Monthly

NIA Member Rate

Each bundle includes rotating ads in the above spots

Monthly Rate: \$1,250 per month

Quarterly Rate: \$3,000

Annual Rate: \$11,000

Exclusive Website Page Curl Ad

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

**SOLD OUT
in 2023 and
2024!**



Digital Marketing Opportunities

Geofencing

Advertise with the Power of Geofencing

Geofencing is mobile marketing taken to the next level, allowing a perimeter to be set up that triggers user interaction when subscribers enter the space. Geofencing also lets you get the most out of your advertising with powerful analytics, including insights into how many people see your ad and how many people engage.

Don't miss this hyper-targeted location-based advertising opportunity!

Packages start at \$1,700 for 40,000 impressions.

Display banners for both desktop and mobile in all of these sizes (JPEG or GIF plus click-through URL):

- 728 x 90 pixels
- 300 x 250 pixels
- 300 x 600 pixels
- 160 x 600 pixels
- 320 x 50 pixels

E-News Bulletin (ENB) Banner Ads

Type: Email banner ad

Frequency: Up to twice a month

Top Leaderboard

Specs: 560 x 112 pixels

Rate: \$750 per ad

Sponsored Content with Square Image

Specs: 40 words, headline, link

Square Ad: 250 x 207 pixels

Rate: Starting at \$1,000 per ad

Banner Ad in Publication

Specs: 560 x 112 pixels

Rate: \$600 per ad

Sponsored Eblasts

LIMITED NUMBER AVAILABLE!

Reach NIA members with an email promoting your product or service. With links back to your website, this is an excellent lead generation opportunity.

SOLD OUT
in 2023 and
2024!

Materials Requirements for Advertisers

1. Fully designed, ready-to-send email in an HTML file (Use a testing service such as Litmus to confirm html validation and deliverability of code.)
2. All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
3. All hyperlinks need to be embedded
4. Subject line for the email

HTML Requirements

- 650px wide (recommended)
- Mobile responsiveness
- Build the HTML file with tables instead of DIV; DIV does not work well with email
- Footer to include Company Name, Valid Postal Address, Email Address
- Do not submit your eblast as a single image file
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded

General Requirements

- All content is subject to review by NIA editorial advisers.
- Any facts or statistics must be published in a peer-reviewed publication and cited in the ad.
- The eblast will be labeled as "Sponsored Content."
- Necessary alterations are the responsibility of and at the expense of the advertiser.
- Materials that do not meet stated advertising specifications will be rejected.
- Ask your account executive for submission processes and deadlines.

Lists

Members: around 1500 emails

IO readers: around 6800 emails

Pricing

Full list (EU's + Contractors): \$5,000

EU's Only: \$4,500

Contractors Only: \$1,000



Ask us
about VIDEO
advertising!

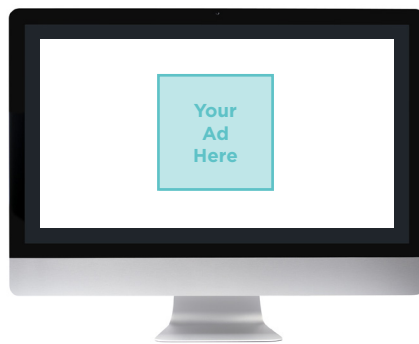
Digital Opportunities for 2025

Your Ad Goes With Readers Beyond Our Website

NIA's Website



User visits NIA's website



User sees your ad on other sites



User visits your site!

From the Advertiser:

Banners

Display banners for both desktop and mobile in all of these sizes:

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

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: \$40 CPM

Video: \$75 CPM

Minimum Order: 100,000 impressions

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, 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.

Print Ad Section for 2025

Product Offerings

Available Mechanical Insulation Products

Product selection for your project is vital to the effectiveness of the insulation system design. These manufacturers have provided additional information about their materials to help you with your product knowledge. When it comes to product selection, choosing the right insulation for the job is paramount. To learn even more scan the QR codes to learn more about each one.

Company Name
Website/Contact Information

1,744 x 1,744 image box for product

A maximum 50 word description can go here.

QR code

NIA's Education Center
www.niaeducationcenter.org

NIA's Education Center is a new concept in training and education for the insulation industry to meet the growing need for easily accessible, on-demand training from a trusted industry source. With more than 30 topics in development, it will be the go-to national resource for information and training tools specifically designed for anyone who is involved in the mechanical insulation industry.

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Understanding Specifications Course
<https://tinyurl.com/452rteyb>

During the course participants will be taught how a specification is developed; to identify challenges and opportunities created by specifications; how codes, standards, regulations, and guidelines are intertwined in specifications; how conflicting information in specifications could be problematic; to understand the consequences of a "bad specification"; and how increased knowledge of mechanical insulation and insulation inspections can improve specifications.

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Mechanical Insulation Installation Video Series
<https://tinyurl.com/ydt9hff4>

Created by the industry for the industry, these installation videos provide a general overview and basic how-to guide for mechanical insulation applications. Based in part on NIA's popular Craft Training Video Series.

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www.insulationoutlook.com

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October 2023

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**1-2 FREE LISTINGS for frequent package advertisers—
Send in your materials to sendmyad@theygsgroup.com.**

Product Promo Includes:

- Company name
- Description maximum of 50 words
- Promotion of a single product
- QR code to product and/or website
- Excellent placement after the first article
- 1,744 x 1,744 image box for product picture or logo
- Contact information and website

Pricing

- The first 1-2 listings are free for package advertisers (issue selected by publisher), and then Product Offerings are priced according to chart below.

	INDUSTRY LEADER	COMPETITIVE	BASIC
Product Promo*	\$300	\$450	\$600
Page Buy Out	\$750+	\$1,125+	\$1,500+

* Must have an ad in the issue to purchase this