

Custom Packages to Meet Your Marketing Goals

All ads are discounted for frequency. Buy more and save. Contact your sales rep for other ad size options.

Sign up by November 15, 2024 to get the 2023 rates.

	Recommended for Large Manufacturers	Recommended for Small Manufacturers and for Distributors	Recommended for Contractors and Industry Supporters	
	INDUSTRY LEADER	COMPETITIVE	BASIC	
	Buyer's Guide advertisers with a custom digital/print package of at least \$38,850 will receive the print ad rates listed below.	Buyer's Guide advertisers with a custom digital/print package of at least \$26,250 will receive the print ad rates listed below.	Buyer's Guide advertisers with a custom digital/print package of at least \$15,000 will receive the print ad rates listed below.	<div style="border: 2px solid yellow; border-radius: 50%; padding: 10px; display: inline-block;">BUY THIS</div> <div style="border: 2px solid yellow; border-radius: 50%; padding: 10px; display: inline-block; margin-top: 10px;">GET THESE FREE!</div>
				Contracts Under \$15,000
PRINT PRICING BY MEMBER TYPE	ACTIVE/ASSOCIATE	ACTIVE/ASSOCIATE	ACTIVE/ASSOCIATE	ACTIVE/ASSOCIATE
Insulation Outlook Full Page	\$2,890/\$3,405	\$3,405/\$4,025	\$3,715/\$4,230	\$3,870/\$4,640
Insulation Outlook Half Page	\$2,375/\$2,890	\$2,685/\$3,305	\$2,890/\$3,405	\$3,200/\$3,845
Insulation Outlook One-Third Page	\$2,065/\$2,580	\$2,375/\$2,995	\$2,580/\$3,250	\$2,940/\$3,610
Insulation Outlook One-Fourth Page	\$1,860/\$2,375	\$2,065/\$2,685	\$2,375/\$2,995	\$2,790/\$3,355
Buyer's Guide Full Page	\$3,615/\$4,440	\$4,025/\$4,850	\$4,230/\$5,060	\$4,440/\$5,160
Buyer's Guide Half Page	\$3,305/\$4,025	\$3,405/\$4,130	\$3,510/\$4,230	\$3,715/\$4,440
Buyer's Guide One-Third Page	\$2,995/\$3,485	\$3,130/\$3,675	\$3,290/\$3,870	
Buyer's Guide One-Fourth Page	\$2,635/\$3,095	\$2,800/\$3,295	\$2,960/\$3,485	



We encourage you to use a QR code in your ad!

Package Perks for Our Frequent Partners

72% of Our Total Subscribers Are Engineers

GET THESE FREE!

Free Publication of Company and Product Press Releases (Promotional language allowed)

Editorial Preference When Space Is Limited in Member Issue (example: EPD issue)

Your Ad in the First Spots Available in the Front of the Magazine

(Note: Cover positions and some pages command a premium rate)

Free Print Logo Recognition in the Buyer's Guide

1 Year Promotion Online *InsulationOutlook.com*

All company information and logo

Expanded information and logo

Basic information

Online Logo Recognition *www.insulation.org*

Number of NIA Events with Logo Promotion

Recognition on Social Media

Email Promotion in Digital Newsletter

Product Offerings Ad

issues FREE

issue FREE

issue FREE

	Recommended for Large Manufacturers	Recommended for Small Manufacturers and for Distributors	Recommended for Contractors and Industry Supporters
	INDUSTRY LEADER	COMPETITIVE	BASIC
Free Publication of Company and Product Press Releases (Promotional language allowed)	✓	✓	✓
Editorial Preference When Space Is Limited in Member Issue (example: EPD issue)	✓	✓	✗
Your Ad in the First Spots Available in the Front of the Magazine	✓	✗	✗
Free Print Logo Recognition in the Buyer's Guide	✓	✓	✓
1 Year Promotion Online <i>InsulationOutlook.com</i>	✓	✓	✓
Online Logo Recognition <i>www.insulation.org</i>	✓	✓	✓
Number of NIA Events with Logo Promotion	3	2	2
Recognition on Social Media	✓	✓	✗
Email Promotion in Digital Newsletter	4x	2x	1x
Product Offerings Ad	2	1	1