

# NIA's *Insulation Outlook* Advertorials

## 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 one week 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/)

**Justin Wolfe, Account Executive**  
Works with companies #–L  
717.430.2238 | [ads@insulation.org](mailto:ads@insulation.org)

**Rob Glass, Account Executive**  
Works with companies M–Z  
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**NIA** National Insulation Association®  
THE VOICE OF THE INSULATION INDUSTRY™

**insulation**

**LEADING EDGE**

**Mechanical Insulation: How to Build a Better System**

**Logo**

**Company Name**

**Fast Facts:**

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## INSULATION ESSENTIALS



### The Key to Better Operations and a Better Bottom Line

**W**hen it comes to the one tax deduction most often overlooked or neglected, the Section 199, Domestic Production Activities Deduction (DPAD), won hands down. 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.

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## Full Page Sample

### INSULATION ESSENTIALS



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Company Name  
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website.com



Three fast facts

Company Information and Logo

Custom Content

### TWO-PAGE SPREAD

- Half page image or ad: 7" x 4.5"
- 640 words max (including a headline)
- Three fast facts
- Company logo, phone, and website
- Two-Page Spread: \$4,890

### FULL PAGE

- Half page image or ad: 7" x 3"
- 200 words max (including a headline)
- Three fast facts
- Company logo, phone, and website
- Full Page: \$3,350