

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



**All great projects start with PLANNING. Start preparing for 2020 today!**

# ***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.

# 2020 Editorial Offerings

Engineers 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.

## January 2020

**Editorial:** Focusing on 2020

- Business management
- Forecasts and regulations
- Workforce solutions

**Editorial Due:** 11.1.19

**Ad Space and Materials:** 12.10.19

## February 2020

**Editorial:** Impact on Insulation

- Building codes
- Specifications
- Energy efficiency

**Editorial Due:** 12.2.19

**Ad Space and Materials:** 1.7.20

## March 2020

**Editorial:** Food and Beverage

- Insulation systems in food processing
- Insulation systems in agribusiness
- Aesthetics of insulation design

**Editorial Due:** 1.2.20

**Ad Space and Materials:** 2.3.20

## April/May 2020

**Editorial:** The State of the Industry

- Insulation inspection
- Forecasts and outlooks
- Industry voices

**Editorial Due:** 2.3.20

**Ad Space and Materials:** 3.2.20

## June 2020

**Editorial:** Technically Speaking

- Metal building lamination
- Marine applications
- Corrosion under insulation

**Editorial Due:** 4.1.20

**Ad Space and Materials:** 5.1.20

## July 2020

**Advertising Special Section:**

American-Made Product Guide

**Editorial:** Patriotic Projects and Products

- American insulation projects

**Editorial Due:** 5.1.20

**Ad Space and Materials:** 6.1.20

## August 2020

**Advertising Special Section:**

Safety Products, Software, Drones, and Wearables

**Editorial:** Staying Safe and Sound

- Health and safety
- OSHA regulations
- Best practices

**Editorial Due:** 6.1.20

**Ad Space and Materials:** 7.1.20

## September 2020

**Advertising Special Section:**

Building Envelope, Acoustic, Commercial, and HVAC Insulation Products

**Editorial:** Commercial Insulation

- Acoustics
- Condensation control
- HVAC
- Building envelope

**Editorial Due:** 7.1.20

**Ad Space and Materials:** 8.3.20

## October 2020

**Editorial:** Frightening Failures and Scary Scenarios

- Crawling corrosion
- Monstrous mold
- Spooky specifications
- 13 grotesque gaffes: share your field experience horror story

**Editorial Due:** 8.3.20

**Ad Space and Materials:** 9.1.20

## November 2020

**Advertising Special Section:**

Industrial Insulation, Coatings, Mastic, and Scaffolding Products

**Editorial:** Industrial Insulation

- Scaffolding
- Coatings
- Mastics

**Editorial Due:** 9.1.20

**Ad Space and Materials:** 10.1.20

## December 2020

**Editorial:** Insulation—The Gift that Keeps on Giving

- Wish list for insulation design
- 12 benefits of insulation
- Checking your list: project scheduling

**Editorial Due:** 10.1.20

**Ad Space and Materials:** 11.2.20

## 2021 Buyer's Guide: Insulation Products & Providers

NIA's Annual Product Purchasing Guide and Membership Directory

**Editorial Due:** Fall 2020

**Ad Space and Materials:** Fall 2020

## 2020 Product Guides

Readers tell us that they use *Insulation Outlook* to make product decisions. In addition to our large annual buying guide, *Insulation Outlook* offers a few curated product guides each year to make product selection easier for readers.

- American-Made Products (July)
- Safety Products, Software, Drones, and Wearables (August)
- Building Envelope, Acoustic, Commercial, and HVAC Insulation Products (September)
- Industrial Insulation, Coatings, Mastic, and Scaffolding Products (November)

Submit your product at [editor@insulation.org](mailto:editor@insulation.org) for \$1,000 print and digital permanent listing. Space is limited and preference is given to companies placing ads in the issue.

## New Column for 2020: How Insulation Products Are Made

Tell us about the creation of your product and the recommended temperature range for its application. Manufacturers can volunteer to participate. Limited to 11 slots per year. Email [editor@insulation.org](mailto:editor@insulation.org) to suggest your product for publication.

**\*Issue focus may be adjusted based on reader feedback and article submissions. Special advertising sections may be added.**

# Insulation Outlook Magazine

## AUDIENCE: THE ONLY MAGAZINE ENGINEERS READ FOR MECHANICAL INSULATION.

**Insulation Outlook magazine** distinguishes itself from small regional association newsletters, construction magazines, and engineering magazines through its focus on technical and feature insulation articles for a primary audience consisting of engineers, architects, building owners, mechanical insulation, and others who make decisions about specifying or purchasing insulation.

### 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 accompanying visual representation to get 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

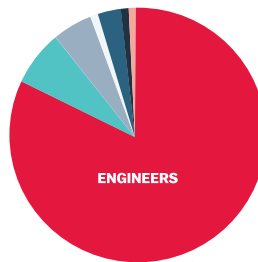
**Subscribers: 11,500**  
**Readership: 30,000**

**90%** used products featured in *Insulation Outlook* for their projects and/or specifications.

**78%** of *Insulation Outlook* readers are involved in purchasing.

### Primary Occupation of Subscribers:

**84%**  
**Insulation End Users**



- **ENGINEERS**
- Mechanical Contractors
- Facility/Plant Managers or Owners
- Building Inspectors
- Architects
- Energy/Code Officials
- Academics

### Insulation Outlook Circulation:

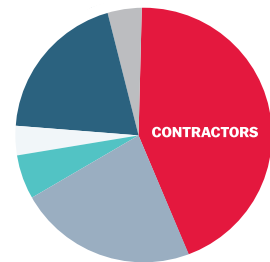
**84%** Insulation End Users

**14%** NIA Members

**2%** Other (complimentary and paid)

### Secondary Audience of Magazine:

**14%**  
**NIA Members**



- **CONTRACTORS**
- Distributors
- Fabricators
- Laminators
- Manufacturers
- Other Categories

### Circulation Breakdown of Primary Industry

**44%**  
Commercial

**29%**  
Industrial

**12%**  
Utilities

**9%**  
Institutional

**6%**  
Government Agencies

# Free Benefits For Our Frequent Partners

## Choose Our 2020 Advertising Packages and Receive for FREE:

	<b>PREMIER 12</b>	<b>PREFERRED 7</b>	<b>SELECT 4</b>
<b>Insulation Outlook &amp; Buyer's Guide</b>	Includes 11 issues of <i>Insulation Outlook</i> in 2020 at the 11-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.	Includes 6 issues of <i>Insulation Outlook</i> in 2020 at the 6-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.	Includes 3 issues of <i>Insulation Outlook</i> in 2020 at the 3-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.
<b>Print Hot Links Ads</b>	11 FREE in all <i>Insulation Outlook</i> issues.	4 FREE in the <i>Insulation Outlook</i> issues of your choice.	2 FREE in the <i>Insulation Outlook</i> issues of your choice.
<b>Editorial Space</b>	Free editorial placement in <i>Insulation Outlook's</i> News Briefs and Product Focus columns, includes press releases, new products, and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <i>Insulation Outlook</i> .	Free editorial placement in <i>Insulation Outlook's</i> News Briefs and Product Focus columns, includes press releases, new products, and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <i>Insulation Outlook</i> .	Free editorial placement in <i>Insulation Outlook's</i> News Briefs and Product Focus columns, includes press releases, new products, and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <i>Insulation Outlook</i> .
<b>Print Recognition</b>	Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the NIA <i>Buyer's Guide</i> .	Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the NIA <i>Buyer's Guide</i> .	Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the NIA <i>Buyer's Guide</i> .
<b>One Year Online Advertiser Index <i>InsulationOutlook.com</i></b>	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> .	Your company name, logo, description, address, phone number, email, and a link to your website in the advertiser index on <a href="http://www.InsulationOutlook.com">www.InsulationOutlook.com</a> .	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> .
<b>Online Logos</b>	Your company logo on the <i>Insulation.org</i> and <i>Insulation Outlook.com</i> home pages.	Your company logo on the <i>InsulationOutlook.com</i> home page.	Your company logo on the <i>InsulationOutlook.com</i> home page.
<b>NIA Events</b>	Free event recognition with your company logo at NIA's Fall Summit and at NIA's Annual Convention.	Free event recognition with your company logo at NIA's Fall Summit and at NIA's Annual Convention.	Free event recognition with your company logo at NIA's Fall Summit and at NIA's Annual Convention.
<b>Social Media</b>	Premium recognition on NIA's Facebook page or other social media, including advertiser appreciation tweets.	Enhanced recognition, which may include NIA's Facebook page or Twitter accounts.	<b>Add one of our digital packages to your program!</b>  <b>SIGN UP TODAY!</b> <b><a href="mailto:ads@insulation.org">ads@insulation.org</a></b>  <b>2019 Early Bird Bonus</b> <b>Sign up by December 10, 2019, for your 2020 ad package and receive 50% off one E-News Bulletin or page curl digital ad for one month.</b>
<b>Email Advertising</b>	Recognition in our newsletter, which is sent to NIA members, strategic partners, and subscribers.		
<b>Digital Preference</b>	Preference for the limited spots in NIA's email and digital ad space.		
<b>Premium Placement</b>	Each month your ad will go in one of the first ad positions available. (Note: Cover positions and page 3 command a premium rate.)		



# Add Digital to Your Package

## E-News Bulletin (ENB)

**Type:** Email

**Frequency:** Advertising monthly

Each month, NIA deploys an *E-News Bulletin (ENB)* email blast to our members and subscribers, as well as emails related to special events and programs, such as Convention and 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

## Authors

**Have an article you want to promote?**

**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

## Individual Ad Purchases

### Page Curl

**Exclusive opportunity!**

**Placement:** Run of both websites

**Specs:** 100 x 100 visible triangle, opening to a 400 x 400 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 on 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*

Rotating leaderboard on all subpages

**Specs:** 468 x 60 pixels

**Placement:** One spot and advertisers rotate

### *InsulationOutlook.com*

Rotating banner on home page

**Specs:** 970 x 250 pixels

### *InsulationOutlook.com*

One 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 get a free social media post.

**Annual Rate:** \$10,000 and 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:** One time

### Email

A banner ad at the top of one *E-News Bulletin*

**Specs:** 560 x 112 pixels

**Frequency:** One time

### Web

One rotating rectangle ad

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

**Specs:** 300 x 250 pixels

**Frequency:** One time

**Package Rate:** Limited quantities

**P12, P7, S4 Package Advertiser**

**Monthly Rate:** \$1,250 per month

**Quarterly Rate:** \$3,000

**Annual Rate:** \$10,000

# NIA Event Sponsorship

NOW EVEN MORE WAYS TO GET RECOGNITION

## Annual Convention

### Hotel Key Card and Key Card Sleeve Sponsor (\$5,000)

Your logo can be the first thing Annual Convention attendees see when they check in at the hotel, and their key cards will be a constant reminder of your company every time they enter their rooms.

- Branded key card and key card sleeves, front side, full color.
- Logo recognition on event website and on-site signage.
- Verbal and PowerPoint recognition during the opening keynote session.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article.

### Website Sponsorship

Place your ad on the event web pages for 1–3 months (\$1,000–\$3,000). Select locations and opportunities are limited. Act today for maximum results.

### Event and *Insulation Outlook* Sponsorship

Maximize your branding to attendees:

- Place your ad in the Convention issue or polybag your brochure to all or part of the circulation list.
- One Top Banner Ad 560 x 112 pixels (\$700) in the Convention email blast.
- Online company logo sponsor recognition.
- Company recognition in the on-site Convention program.

### Event Sponsorship Digital Opportunities

#### Website and Email: 3 months (\$4,000)

Opportunity includes a website ad and 2 top banner ads.

### Event Email Sponsorships

All sponsorships opportunities include a link to your company's website (opportunities are available on a first-come, first-served basis). There are multiple general and targeted email options.

- Top Banner Ad: 560 x 112 pixels—\$750
- Square Banner Ad: 250 x 207 pixels—\$500
- Native Text Ad: Square Image—\$800
- Bottom Banner Ad: 560 x 112 pixels—\$500
- Exclusive Email Sponsor: Top Banner Ad and Square Banner Ad—\$1,500
- Targeted Attendee Email Top Banner Ad: 560 x 112 pixels—\$1,000 (You must be a Convention Package Sponsor to purchase this opportunity.)

### Email Statistics

- **NIA's open rate is significantly higher than the industry average of 19% open rates and 7% click-through rates.**
- **The 2019 post-event attendee email open rate was 63% and click rate was 50%.**
- **The pre-event attendee email open rate was 79% and click rate was 68%.**
- **The first 2019 Convention eblast had a 26% open rate and 14% click rate.**
- **The 6 Convention promotional emails averaged 30% open rate and 13% click rate.**

Email [events@insulation.org](mailto:events@insulation.org) for these opportunities.

## Fall Summit

### Attendees

Highly curated, exclusive audience, and a great opportunity for a personalized message to a very active group of industry readers.

### Sponsorship Opportunities

- Fall Summit Event Sponsor
- Keynote Presentation and Luncheon Sponsor
- Keynote Presentation and Breakfast Sponsor
- Network Social Hour Sponsor
- Hotel Key Card Sponsor

## NIA's Annual Convention and Fall Summit

### Email Communications

NIA's email communications offer an affordable and convenient way to reach NIA members through the publications they read to stay up to date on association and industry news. Position your company as an industry leader and promote your brand to our members! NIA is the voice of the insulation industry. Sponsoring one of NIA's emails is an affordable and effective way to position yourself as an industry leader to our audience. Since these emails target attendees, the open rate is as high as 90%!

**These communications go out to all of NIA's event attendees—due to highly targeted nature of these emails, open rates can be as high as 90% (the industry average is 26%).**

Frequency: Varies

Contact: [events@insulation.org](mailto:events@insulation.org) for rates and specs

# Make a Big Splash!

## Choose our targeted audience to deliver your message

**We have the receptive audience you want. Why go anywhere else?**

### Credible Source

Our members and readers turn to us as the Voice of the Industry.

### Opt-in Subscribers

Members have joined NIA to hear from us and subscribers have asked to receive this newsletter.

### Targeted Distribution

Advertise your product to those looking to design insulation systems or purchase products. That is why our readers are here.

### Affordable

We are a membership organization that wants to see each company grow. We offer many price points to help every budget.

### Audience

Reach the buyers interested in insulation products and information.

## Sponsored Content

Email [publisher@insulation.org](mailto:publisher@insulation.org) to find out more about our sponsored content options and how we strengthen your brand.

## Contractor Services

**Feature your company's services without the need for outside design services.**

**NIA can design the ad for you**

### Required:

- Company name
- Company logo
- Key personnel
- Specialty services
- Address and website

**Rates:** Available for NIA contractor members only. Starting at \$200 per ad.

Frequency	Per Ad/Net Annually
1 ad/1 issue .....	\$350/\$350
3 ads/3 consecutive issues.....	\$300/\$900
6 ads/6 consecutive issues .....	\$250/\$1,500
11 ads/11 consecutive issues.....	\$200/\$2,200

## Advertorials

**Because sometimes an ad doesn't say enough!**



We now offer advertisers a better way to promote their company and products. Purchase our advertorial option and explain your product line's benefits and recommended applications or share your company's milestones and branding.

**Single page:** \$3,350

**Two-Page Spread:** \$4,890

## Buyer's Guide

**Buyer's Guide: Insulation Products & Providers—yearlong exposure in a highly regarded and valued industry resource.**

Lists insulation products, accessories, and services from the entire insulation industry supply chain—manufacturers, contractors, distributors, fabricators, and laminators.

### As an advertiser you will enjoy:

- 12 months of exposure;
- Your choice of ad size and color option;
- Your company's logo on the Advertiser Appreciation page in full color;
- Your company's logo in the Company Listing section (NIA members only); and
- Your company's contact information and website in the expanded Advertiser Index for quick reference for buyers.

# Member Advertising Rates

## NEW 2020 RATES

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

FOUR COLOR	1X***	3X	6X	11X	BUYER'S GUIDE
MEMBER TYPE	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC
Full page**	\$3,666/\$4,403	\$3,070/\$3,688	\$2,980/\$3,575	\$2,856/\$3,428	\$4,025/\$4,831
Two-thirds page	\$3,254/\$3,907	\$2,754/\$3,291	\$2,693/\$3,234	\$2,570/\$3,086	\$3,672/\$4,408
One-half page	\$3,050/\$3,661	\$2,565/\$3,081	\$2,505/\$3,010	\$2,429/\$2,917	\$3,399/\$4,075
One-third page	\$2,841/\$3,504	\$2,394/\$2,872	\$2,336/\$2,801	\$2,219/\$2,632	\$3,141/\$3,774
One-quarter page	\$2,641/\$3,171	\$2,219/\$2,662	\$2,194/\$2,631	\$2,091/\$2,510	\$2,841/\$3,505
One-sixth page	\$2,326/\$2,791	\$1,949/\$2,341	\$1,908/\$2,291	\$1,821/\$2,184	\$2,270/\$2,724
Hot links	\$960/\$1,152	\$811/\$975	\$776/\$934	\$730/\$874	N/A
Two-page spread**	\$5,351/\$6,422	\$4,565/\$5,479	\$4,315/\$5,176	\$3,949/\$4,739	\$5,611/\$6,121

### Savings!

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

**An additional discount is offered when a cash/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.**

### 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.

### 2019 Early Bird Bonus

**Sign up by December 10, 2019, for your 2020 ad package and receive 50% off one E-News Bulletin or page curl digital ad for one month.**



# Non-Member Advertising Rates

**NON-MEMBERS: JOIN NIA TO RECEIVE 10–25% OFF EACH AD!**

FOUR COLOR	1X***	3X	6X	11X	BUYER'S GUIDE
Full page**	\$4,893	\$4,096	\$3,974	\$3,806	\$5,366
Two-thirds page	\$4,341	\$3,656	\$3,591	\$3,429	\$4,908
One-half page	\$4,070	\$3,422	\$3,341	\$3,239	\$4,540
One-third page	\$3,791	\$3,188	\$3,111	\$2,959	\$4,204
One-quarter page	\$3,525	\$2,958	\$2,924	\$2,791	\$3,791
One-sixth page	\$3,101	\$2,601	\$2,545	\$2,429	\$3,025
Hot links	\$1,281	\$1,081	\$1,035	\$970	N/A
Two-page spread**	\$7,136	\$6,085	\$5,754	\$5,264	\$8,242

**Ask about our deals for new advertisers!**



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

A 2% cash/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 2020 calendar year. To qualify for the membership discount, you must have NIA membership in good standing through 2020 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.

**2019 Early Bird Bonus**  
**Sign up by December 10, 2019, for your 2020 ad package and receive 50% off one E-News Bulletin or page curl digital ad for one month.**

# Mechanical Requirements

## MECHANICAL SPECS

**Trim size: 8.25" x 10.875"**

**Method of printing: Web offset**

**Method of binding: Saddle stitch**

Two-Page Spread Bleed	16.75" x 11.125"
Full-Page Bleed	8.375" x 11.125"
Two-Thirds Page Vertical	4.5625" x 9.75"
One-Half Island	4.5625" x 6.75"
One-Half Page Horizontal	7" x 4.75"
One-Third Page Horizontal	2.1875" x 9.75"
One-Third Page Vertical	4.5625" x 4.875"
One-Quarter Page Vertical	3.3125" x 4.75"
One-Sixth Page Vertical	3.3125" x 4.75"
One-Sixth Page Horizontal	4.75" x 2.1875"
Hot Links* Vertical	2.125" x 3"
Inserts (4 to 24 pages, excludes 6-page gatefold)	16.75" x 11.125"
Bellyband (printed on 50 or 60 lb. paper)	2.5-4.5" x 18-21"
Gatefold (6 or 8 pages)	8.375" x 11.125"

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](mailto: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 for 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 is published and 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 ad 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](mailto:sendmyad@theygsgroup.com).

## PRODUCTION CONTACT

[sendmyad@theygsgroup.com](mailto:sendmyad@theygsgroup.com)  
The YGS Group  
3650 West Market Street  
York, PA 17404  
Phone: +1 717 430 2245

## ADVERTISING CONTACT

Contact [ads@insulation.org](mailto:ads@insulation.org)

# Publisher's Policies

## 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.

## AGENCY COMMISSION FOR PAYMENT WITHIN 60 DAYS

A commission of 15 percent 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.

## CONTRACT RATES

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. Advertisements are one 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).

## 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% cash/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.

## CANCELLATIONS

Premium positions and digital contracts cannot be cancelled. 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](mailto:ads@insulation.org) and to [publications@insulation.org](mailto: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 materials 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.

## 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, 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. Any deliberate attempt to simulate a publication's format is not permitted.

## 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](mailto:ads@insulation.org) for details.

