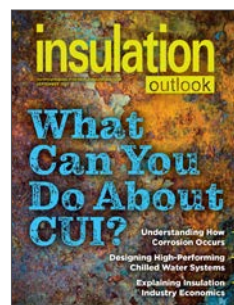


Insulation Outlook® Magazine **MEDIA PLANNER**



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

Circulation Breakdown of Primary Industry

41%
Commercial

34%
Industrial

11%
Utilities

8%
Institutional

6%
Government
Agencies

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

The Only Magazine Engineers Read for Mechanical Insulation

Insulation Outlook Circulation:

85% Insulation End Users
14% NIA Members
1% Other (complimentary and paid)

Occupation of Primary (End User) Subscribers:

MECHANICAL, ENERGY-EFFICIENCY, MAINTENANCE AND CONSULTING ENGINEERS 80%

Architects 5%
Building Inspectors 1%
Energy/Code Officials 1%
Facility/Plant Managers or Owners 6%
Mechanical Contractors 7%

71% plan to purchase or specify insulation products in the next 12 months

Secondary Audience of Magazine: NIA Members

CONTRACTORS 47%

Distributors 20%
Fabricators 5%
Laminators 2%
Manufacturers 20%
Other Categories 6%

2023 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 are subject to change.**

January 2023

Editorial: Building Envelope & Metal Buildings
Editorial Due: 11.15.22
Ad Space and Materials: 11.15.22

February 2023

Editorial: ESG & EPDs
Editorial Due: 12.1.22
Ad Space and Materials: 1.4.23

March/April 2023

Editorial: State of the Industry Double Issue
Editorial Due: 1.3.23
Ad Space and Materials: 2.1.23

May 2023

Editorial: Commercial Insulation Systems
Editorial Due: 3.1.23
Ad Space and Materials: 4.3.23

June 2023

Editorial: Acoustics
Editorial Due: 4.3.23
Ad Space and Materials: 5.3.23

July 2023

Editorial: Carbon Reductions & Sustainability
Editorial Due: 5.3.23
Ad Space and Materials: 6.1.23

August 2023

Editorial: Technology & Tools
Editorial Due: 6.1.23
Ad Space and Materials: 7.5.23

September 2023

Editorial: Industrial Insulation Systems & CUI Prevention
Editorial Due: 7.5.23
Ad Space and Materials: 8.2.23

October 2023

Editorial: Insulation Trends
Editorial Due: 8.1.23
Ad Space and Materials: 9.2.23

November 2023

Editorial: Resiliency & the Insulation Industry
Editorial Due: 9.1.23
Ad Space and Materials: 10.3.23

December 2023

Editorial: Life Safety & Fire Protection
Editorial Due: 10.3.23
Ad Space and Materials: 11.1.23

2024 Buyer's Guide: Insulation Products & Providers

Purchasing Guide & Membership Directory
Ad Space and Materials: 11.15.23



Subscribers: 11,500
Readership: 30,000

Free Benefits for Our Frequent Partners

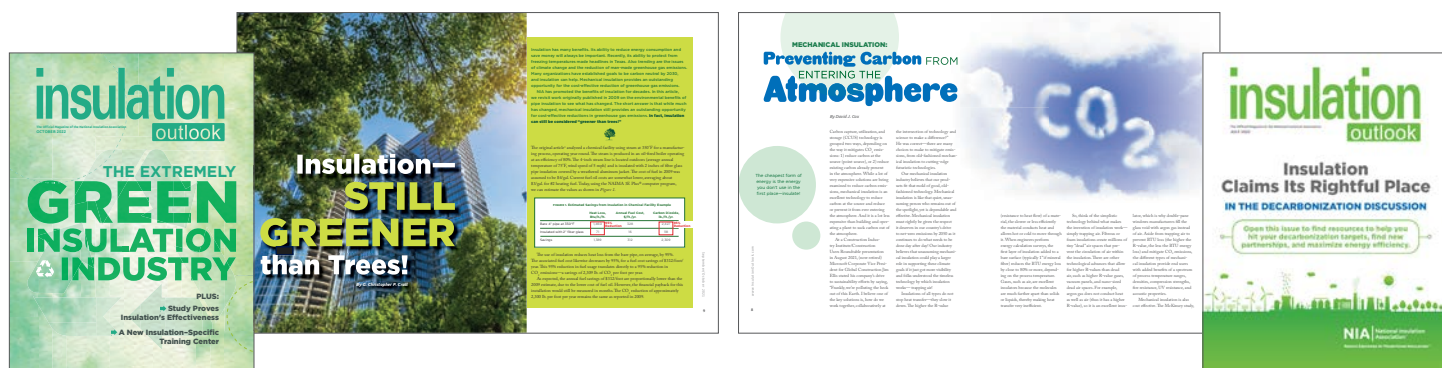
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	Recommended for Large Manufacturers	Recommended for Small Manufacturers and for Distributors	Recommended for Contractors and Industry Supporters
	INDUSTRY LEADER	COMPETITIVE	BASIC
Free Print Hot Links Ads	11 FREE	4 FREE	2 FREE
Free Publication of Company and Product Press Releases (Promotional language allowed)	X	X	X
Editorial Preference When Space Is Limited in Member Issue (example: EPD issue)	X		
Your Ad in the First Spots Available in the Front of the Magazine	X (Note: Cover positions and page 3 command a premium rate.)		
Free Print Logo Recognition in the Buyer's Guide	X	X	X
1 Year Promotion Online <i>InsulationOutlook.com</i>	All company information— Your company name, logo, expanded description, address, phone number, email, and a link to your website listed	Basic company information and phone number	Basic company information
Online Logo Recognition <i>www.insulation.org</i>	X	X	X
Free Logo Recognition at NIA Events	2 Events + 1 Training Class (Registration Desk Sign and during General Sessions)	2 Events	2 Events
Recognition on Social Media	Yes, plus customized hashtag	X	
Email Promotion in Digital Newsletter	Linked Logo Published Quarterly	Twice	Once

Custom Packages to Meet Your Marketing Goals p. 4

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

	4 Color	1X***	3X	6X	11X	2024 Buyer's Guide
Full page**		\$4,893	\$4,296	\$3,974	\$3,806	\$5,000
Two-thirds page		\$4,341	\$3,756	\$3,591	\$3,429	\$4,750
One-half page		\$4,070	\$3,522	\$3,341	\$3,239	\$4,540
One-third page		\$3,791	\$3,288	\$3,111	\$2,959	\$4,204
One-quarter page		\$3,525	\$3,158	\$2,924	\$2,791	\$3,791
One-sixth page		\$3,101	\$2,801	\$2,545	\$2,429	\$3,025
Hot links		\$1,281	\$1,181	\$1,035	\$970	N/A
2-page spread**		\$7,136	\$6,585	\$5,754	\$5,264	\$8,242



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

Permanent Ads for Authors

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

Digital Ad Bundle

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

Social Media

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

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



E-News Bulletin (ENB) Ad

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

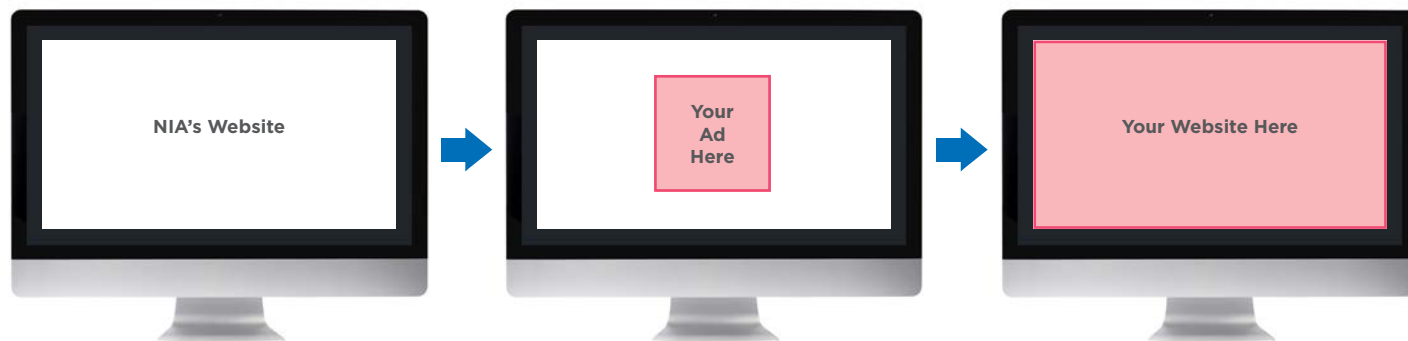
Banner Ad in Publication

Specs: 560 x 112 pixels

Rate: \$600 per ad

Ask us about VIDEO advertising!

Your Ad Goes With Readers Beyond Just Our Website



User visits NIA's website

User sees your ad on other sites

User visits your site!

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.

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: \$25 CPM

Video: \$65 CPM

Minimum Order: 100,000 impressions

Sponsored HTML product emails, sponsored content packages, and individual ad spots are available. Ask about them!

Meetings & Events Sponsorships

p. 7

NIA hosts two national events each year: NIA's Annual Convention and NIA's Fall Summit. Both events bring together all sectors of the mechanical insulation industry—contractors, distributors, fabricators, manufacturers, and laminators—on a national and international level. Fall Summit is for NIA members only, and the Annual Convention is held each spring and is open to the entire mechanical insulation industry.

NIA offers many sponsorship opportunities at each event, based on your company's goals and objectives. Contact Erin Penberthy at events@insulation.org.



Branding Sponsorships

Put your logo front and center at our events. Choose one of these branding opportunities to reach our attendees. We are open to new ideas too!

- Badge holder
- Bag
- Hand sanitizer
- Hat
- Hotel key card
- Notebook
- Pen
- Registration packet printed inserts
- Water bottle



Networking Sponsorships

Networking is a key component at all NIA events—our business is about relationships and these events are where attendees grow and strengthen their networks. Opportunities include:

- Welcome and Appreciation Evening Reception
- Farewell Dinner
- Coffee Breaks and Continental Breakfasts
- First Timers Reception, an invitation-only event
- Golf Tournament
- Dessert Hospitality Suites



Education/Thought Leadership Sponsorships

Our education sessions are must-attend industry events and serve to advance the mechanical insulation industry. Opportunities include:

- Keynote Speaker Presentations
- General Sessions
- Industry Panels

Plus, NIA's popular Mobile Meeting App, which is now an integral part of both Fall Summit and Annual Convention.

Please email events@insulation.org to learn more.



New! NIA's Education Center: Subscription and Sponsorship Opportunities



**THE EDUCATION LEADER
FOR THE INSULATION INDUSTRY**

NIA's Education Center is a brand-new concept in training and education for the insulation industry to meet the growing need for easily accessible on-demand training from NIA, a trusted industry source. Premiering in fall 2022, NIA's Education Center is the go-to national resource for specialized information and training tools specifically designed for anyone who is involved in the mechanical insulation industry.

Whether you are new to the industry, work in a complementary construction-related industry, or you are experienced and want to sharpen your skills and increase your knowledge base, as a subscriber, you will receive continuously updated, on-demand content that is essential for your business and your team.

Benefits of NIA's Premier Training Subscription

- **Variety:** Training is available to increase the skills for every professional on your team whether they are new to the industry, a middle manager, or an experienced industry veteran.
- **Convenience:** Content is offered on demand and in shorter amounts of time, ranging from a few minutes to up to an hour, which allows you to fit in training with your schedule.
- **Complimentary Access to Popular NIA Trainings:** NIA's Mechanical Insulation Basics course and NIA's Mechanical Insulation Installation videos are included as part of the subscription fee.
- **Cost Savings:** For one low annual fee, all your employees receive access to valuable and relevant industry training on an annual basis.

Subscription Packages

Visit www.insulation.org/training-tools/niameducationcenter for pricing and more information.

Sponsorship Opportunities

NIA's Education Center has opportunities for your company to be seen as a thought leader and provide your own educational content on our platform. Contact Erin Penberthy at training@insulation.org.

Education & Training Sponsorship

NIA learning programs meet the industry's needs for all levels of training. Sponsorships are available to host in-person, virtual, or private courses exclusively for corporate teams and clients. Contact Erin Penberthy at events@insulation.org for NIA member discounts and more information.

Courses include:

NIA's Understanding Mechanical Insulation: Intermediate Level

A 2-day course for professionals who are newer to the industry to give them a broader understanding of mechanical insulation and its products.

NIA's Understanding Specifications: Intermediate Level

A 5-hour course that explains the purpose and complexity of specifications, how they vary between market segments, and how to apply that knowledge to benefit their company.

NIA's Understanding the Submittal Process: Intermediate Level

A 2.5-hour course where students can learn how to identify the type and scope of submittal requirements, the components and importance of the submittal package, and the purpose of the submittal process.

NIA's Insulation Energy Appraisal Program™: Advanced/Certification Level

A 2-day course that teaches students how to determine the optimal insulation thickness and corresponding energy, carbon emissions, and dollar savings for a project. The 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 and carbon reductions to their customers.

NIA's Thermal Insulation Inspector Certification™ Program: Advanced/Certification Level

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. It 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.

To find out more about learning programs, private courses, and pricing, email training@insulation.org.