

84% of Our Non Member Subscribers Are Engineers

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Recommended for Large Manufacturers

Recommended for Small Manufacturers and for Distributors

Recommended for Contractors and Industry Supporters

Contracts Under \$15,000

INDUSTRY LEADER

COMPETITIVE

BASIC

PRICING

Buyer's Guide advertisers with a custom digital/print package of at least \$37,000 will receive the print ad rates listed below and the benefits listed on page 3. Digital ad rates are on page 5.

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ACTIVE/ASSOCIATE

INSULATION
OUTLOOK
FULL PAGE
\$3,750/\$4,495

TWO-THIRDS PAGE
\$3,325/\$3,995

HALF PAGE
\$3,100/\$3,725

ONE-THIRD PAGE
\$2,850/\$3,500

ONE-QUARTER PAGE
\$2,700/\$3,250

BUYER'S GUIDE
FULL PAGE
\$4,300/\$5,000

HALF PAGE
\$3,600/\$4,300

Print Pricing by Member Type

ACTIVE/ASSOCIATE

ACTIVE/ASSOCIATE

ACTIVE/ASSOCIATE

Insulation Outlook
Full Page

\$2,800/\$3,300

\$3,300/\$3,900

\$3,500/\$4,100

Insulation Outlook
Half Page

\$2,300/\$2,800

\$2,700/\$3,200

\$2,800/\$3,300

Buyer's Guide
Full Page

\$3,500/\$4,300

\$3,900/\$4,700

\$4,100/\$4,900

Buyer's Guide
Half Page

\$3,300/\$4,000

\$3,200/\$3,900

\$3,400/\$4,100

