

Digital Marketing Opportunities

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

Permanent Online Ads for Authoring Company

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 Image and 270 Word Post

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

Sponsored Content Post 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

SOLD OUT IN 2023!

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



Digital Marketing Opportunities

Geofencing

Advertise with the Power of Geofencing

Geofencing is mobile marketing taken to the next level, allowing a perimeter to be set up that triggers user interaction when subscribers enter the space. Geofencing also lets you get the most out of your advertising with powerful analytics, including insights into how many people see your ad and how many people engage.

Don't miss this hyper-targeted location-based advertising opportunity!

Packages start at \$1,700 for 40,000 impressions.

Display banners for both desktop and mobile in all of these sizes (JPEG or GIF plus click-through URL):

- 728 x 90 pixels
- 300 x 250 pixels
- 300 x 600 pixels
- 160 x 600 pixels
- 320 x 50 pixels

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

Sponsored Eblasts

LIMITED NUMBER AVAILABLE!

SOLD OUT IN 2023!

Reach NIA members with an email promoting your product or service.

With links back to your website, this is an excellent lead generation opportunity.

Materials Requirements for Advertisers

1. Fully designed, ready-to-send email in an HTML file (Use a testing service such as Litmus to confirm html validation and deliverability of code.)
2. All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
3. All hyperlinks need to be embedded
4. Subject line for the email

HTML Requirements

- 650px wide (recommended)
- Mobile responsiveness
- Build the HTML file with tables instead of DIV; DIV does not work well with email
- Footer to include Company Name, Valid Postal Address, Email Address
- Do not submit your eblast as a single image file
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded

General Requirements

- All content is subject to review by NIA editorial advisers.
- Any facts or statistics must be published in a peer-reviewed publication and cited in the ad.
- The eblast will be labeled as "Sponsored Content."
- Necessary alterations are the responsibility of and at the expense of the advertiser.
- Materials that do not meet stated advertising specifications will be rejected.
- Ask your account executive for submission processes and deadlines.

Lists

Members: around 1500 emails

IO readers: around 6800 emails

Pricing

Full list (EU's + Contractors): \$5,000

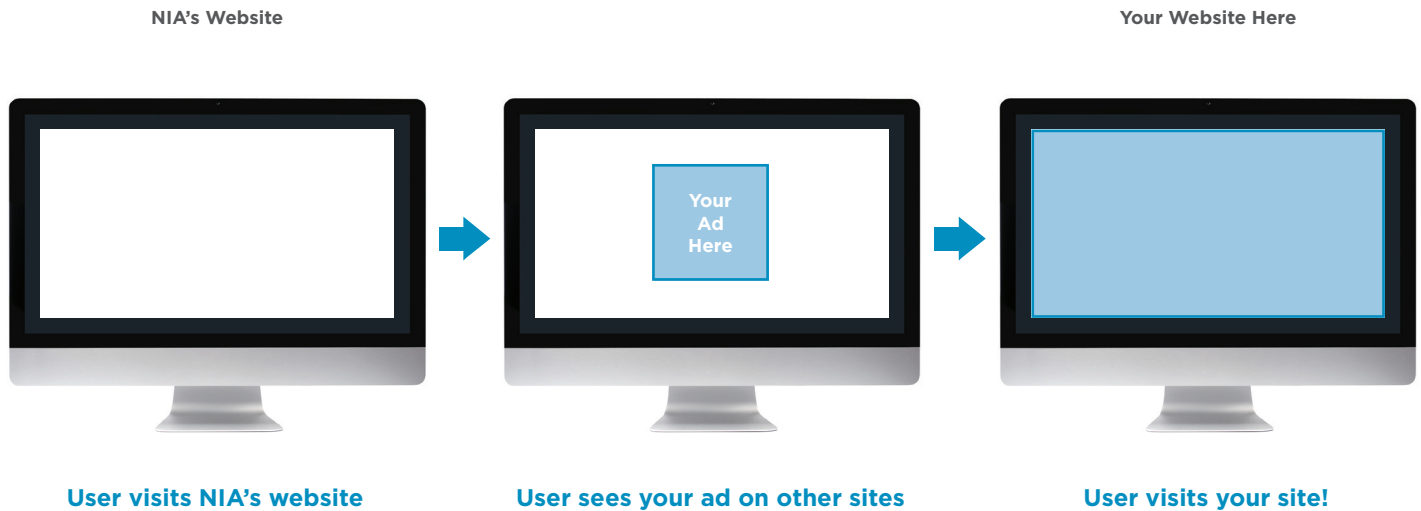
EU's Only: \$4,500

Contractors Only: \$1,000

Ask us about VIDEO advertising!

Digital Opportunities for 2024

Your Ad Goes With Readers Beyond Our Website



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: \$40 CPM

Video: \$75 CPM

Minimum Order: 100,000 impressions

NIA's Education Center



**THE EDUCATION LEADER
FOR THE INSULATION INDUSTRY**



NIA's Education Center

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. 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/naeducationcenter 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 training@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 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.

Log on and learn!