

NIA MEDIA PLANNER

insulation

outlook

2024 NIA NONMEMBER EDITION

72%

of our total circulation are **ENGINEERS** who
SUBSCRIBED to learn about **INSULATION**

Insulation Outlook Magazine distinguishes itself from engineering magazines, small regional association newsletters, and construction 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. Our secondary audience is the NIA membership containing the entire chain of insulation professionals, contractors, distributors, and manufacturers.



stockphoto.com/151544125

ONLINE PRESENCE

www.InsulationOutlook.com
www.Insulation.org
www.InsulateMetalBuildings.org
www.tinyurl.com/LinkedInNIAinfo
www.Twitter.com/NIAinfo
www.YouTube/NIAinfo

NIA | National Insulation
Association®

Insulation Outlook[®] Magazine

The Only Magazine Engineers Read
for Mechanical Insulation

Insulation Outlook TOTAL SUBSCRIBER CIRCULATION

72% Engineers
15% Other Insulation End Users and Buyers
13% NIA Members (Insulation Professionals)

Insulation End User Subscribers PRIMARY AUDIENCE

83% MECHANICAL, ENERGY-EFFICIENCY, MAINTENANCE
AND CONSULTING ENGINEERS

4% Architects
6% Facility/Plant Managers or Owners
4% Mechanical Contractors
3% Specifiers, Inspectors, Code Officials

72% plan to purchase or specify insulation products
in the next 12 months

NIA Member Subscribers SECONDARY AUDIENCE

47% CONTRACTORS

20% Distributors
5% Fabricators
3% Laminators
20% Manufacturers
5% Other Categories

QR Codes

The best of print and digital!

Add a QR code to your *Insulation Outlook* print magazine ad to give readers a direct connection to your company and products. Now you have the extensive reach of our print readership and the actionable clicks of a digital ad!

Subscribers:
11,500

Readership:
30,000



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
 Specifiers

Key Industries:

Chemical
 Commercial
 Food Processing
 Gas Processing
 Institutional
 Petroleum
 Power
 Pulp and Paper
 Utilities

Circulation Breakdown of Primary Industry

40%
Commercial

9%
Food Processing

27%
Chem/Petro Chem/Gas Processing

10%
Utilities

8%
Institutional

6%
Government Agencies

2024 Editorial Offerings

Insulation Outlook is written by insulation professionals to educate engineers, specifiers, architects, and insulation end users. Article submissions on insulation and press releases are welcome for every issue. Send content to editor@insulation.org. NIA Members can submit information about their products in special columns again in 2024.

TOPICS ARE SUBJECT TO CHANGE.

January 2024

NIA Member Spotlight:

Contractor Project Showcase

Editorial: Building Envelope & Acoustics

Editorial Due: 11.15.23

Ad Space and Materials: 11.15.23

February 2024

Editorial: Business, Legal, and Safety Updates

Editorial Due: 12.4.23

Ad Space and Materials: 1.1.24

March/April 2024

Editorial: State of the Industry Double Issue

Editorial Due: 1.4.23

Ad Space and Materials: 2.5.24

May 2024

NIA Member Spotlight:

Commercial, HVAC, and Building Envelope Product

Editorial: Commercial Insulation Systems

Editorial Due: 3.4.24

Ad Space and Materials: 4.1.24

June 2024

NIA Member Spotlight:

Metal Building Products

Editorial: Building Envelope & Metal Buildings

Editorial Due: 4.1.24

Ad Space and Materials: 5.6.24

July 2024

Editorial: Carbon Reductions & Sustainability

Editorial Due: 5.6.24

Ad Space and Materials: 6.3.24

August 2024

Editorial: Technology & Tools

Editorial Due: 6.3.24

Ad Space and Materials: 7.1.24

September 2024

NIA Member Spotlight:

Industrial Insulation & High Temperature Products

Editorial: Industrial Insulation Systems & CUI Prevention

Editorial Due: 7.1.24

Ad Space and Materials: 8.5.24

October 2024

NIA Member Spotlight: Below Ambient & LNG Products

Editorial: Condensation and Mold Prevention

Editorial Due: 8.5.24

Ad Space and Materials: 9.2.24

November 2024

NIA Member Spotlight:

Company ESG Efforts

Editorial: Resiliency & the Insulation Industry

Editorial Due: 9.2.24

Ad Space and Materials: 10.1.24

December 2024

Editorial: Life Safety & Fire Protection

Editorial Due: 10.1.24

Ad Space and Materials: 11.4.24

2025 Buyer's Guide:

Insulation Products & Providers

Purchasing Guide & Membership Directory

Ad Space and Materials: 11.15.24

Custom Packages to Meet Your Marketing Goals

BUY THIS

All ads are discounted for frequency. Buy more and save. Contact your sales rep for other ad size options.

Sign up by **November 15, 2023** to get the 2023 rates.

	Recommended for Large Manufacturers	Recommended for Small Manufacturers and for Distributors	Recommended for Contractors and Industry Supporters	
	INDUSTRY LEADER	COMPETITIVE	BASIC	
	Buyer's Guide advertisers with a custom digital/print package of at least \$38,850 will receive the print ad rates listed below.	Buyer's Guide advertisers with a custom digital/print package of at least \$26,250 will receive the print ad rates listed below.	Buyer's Guide advertisers with a custom digital/print package of at least \$15,000 will receive the print ad rates listed below.	Contracts Under \$15,000
<i>Insulation Outlook</i> Full Page	\$4,125	\$4,875	\$5,125	
<i>Insulation Outlook</i> Half Page	\$3,500	\$4,000	\$4,125	\$4,655
<i>Insulation Outlook</i> One-Third Page	\$3,125	\$3,625	\$3,940	\$4,375
<i>Insulation Outlook</i> One-Fourth Page	\$2,875	\$3,250	\$3,625	\$4,060
Buyer's Guide Full Page	\$5,375	\$5,875	\$6,125	\$6,250
Buyer's Guide Half Page	\$5,000	\$4,875	\$5,125	\$5,375
Buyer's Guide One-Third Page	\$4,500	\$4,750	\$5,000	\$5,000
Buyer's Guide One-Fourth Page	\$4,000	\$4,250	\$4,500	\$4,500

We encourage you to use a QR code in your ad!

Package Perks for Our Frequent Partners

GET THESE FREE!

72%
of Our Total
Subscribers
Are Engineers

	Recommended for Large Manufacturers	Recommended for Small Manufacturers and for Distributors	Recommended for Contractors and Industry Supporters
	INDUSTRY LEADER	COMPETITIVE	BASIC
Free Publication of Company and Product Press Releases (Promotional language allowed)	✓	✓	✓
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	✓ (Note: Cover positions and some pages command a premium rate)	X	X
Free Print Logo Recognition in the Buyer's Guide	✓	✓	✓
1 Year Promotion Online <i>InsulationOutlook.com</i>	✓ All company information and logo	✓ Expanded information and logo	✓ Basic information
Online Logo Recognition <i>www.insulation.org</i>	✓	✓	✓
Number of NIA Events with Logo Promotion	3	2	2
Recognition on Social Media	✓	✓	X
Email Promotion in Digital Newsletter	4x	2x	1x
New for 2024! Product Promo	2 issues FREE	1 issue FREE	1 issue FREE

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

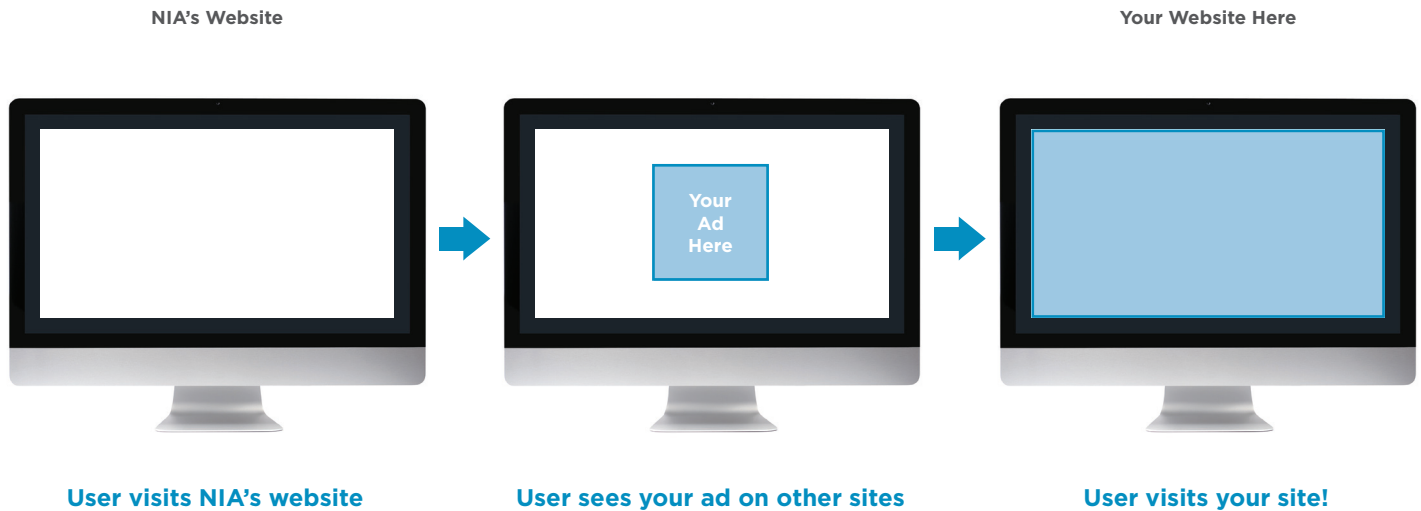
EU's Only: \$4,500

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

Print Opportunities for 2024

Introducing the New Product Promo!

Product Promo

DECK OR BRIEF DESCRIPTION OF SECTION

Intro paragraph introducing this section and perhaps contact information on where to submit your materials, etc.

Product Image

Company Name
Website/Contact Information
A maximum 50 word description can go here.

QR code

NIA's Education Center
www.niaeducationcenter.org

NIA's Education Center is a new concept in training and education for the insulation industry to meet the growing need for easily accessible, on-demand training from a trusted industry source. With more than 30 topics in development, it will be the go-to national resource for information and training tools specifically designed for anyone who is involved in the mechanical insulation industry.

Understanding Specifications Course
<https://tinyurl.com/452rteyb>

During the course participants will be taught how a specification is developed; to identify challenges and opportunities created by specifications; how codes, standards, regulations, and guidelines are intertwined in specifications; how conflicting information in specifications could be problematic; to understand the consequences of a "bad specification"; and how increased knowledge of mechanical insulation and insulation inspections can improve specifications.

Understanding Specifications Course
<https://tinyurl.com/452rteyb>

During the course participants will be taught how a specification is developed; to identify challenges and opportunities created by specifications; how codes, standards, regulations, and guidelines are intertwined in specifications; how conflicting information in specifications could be problematic; to understand the consequences of a "bad specification"; and how increased knowledge of mechanical insulation and insulation inspections can improve specifications.

Mechanical Insulation Installation Video Series
<https://tinyurl.com/ydt9hff4>

Created by the industry for the industry, these installation videos provide a general overview and basic how-to guide for mechanical insulation applications. Based in part on NIA's popular Craft Training Video Series.

Mechanical Insulation Installation Video Series
<https://tinyurl.com/ydt9hff4>

Created by the industry for the industry, these installation videos provide a general overview and basic how-to guide for mechanical insulation applications. Based in part on NIA's popular Craft Training Video Series.

NIA's Education Center
www.niaeducationcenter.org

NIA's Education Center is a new concept in training and education for the insulation industry to meet the growing need for easily accessible, on-demand training from a trusted industry source. With more than 30 topics in development, it will be the go-to national resource for information and training tools specifically designed for anyone who is involved in the mechanical insulation industry.

www.insulationonline.com

October 2023

FREE for package advertisers in December 2023 and February 2024 issues!

Product Promo Includes:

- Company name
- Description maximum of 50 words
- Promotion of a single product
- QR code to product and/or website
- Excellent placement after the first article
- 1.744 x 1.744 image box for product picture or logo
- Contact information and website

Pricing

- December 2023 and February 2024 issues are free for package advertisers, and then Product Promos are priced according to chart below.

	INDUSTRY LEADER	COMPETITIVE	BASIC
Product Promo*	\$300	\$450	\$600
Page Buy Out	\$750+	\$1,125+	\$1,500+

*Must have ad in the issue to purchase this

Meetings & Events Sponsorships

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.



NIA's Education Center

NIA | National Insulation Association®

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!

Mechanical Requirements

Mechanical Specs

Trim size: 8.25" x 10.875"

Method of printing: Web offset

Method of binding: Saddle stitch

2-Page Spread (Bleed only) 16.75" x 11.125"	Full-Page 8.25" x 10.875" with bleeds 8.375" x 11.125"	Half-Page 6.75 x 4.25 with bleeds 8.375 x 5.1285"
One-Third Page Horizontal 6.75" x 3.1208" with bleeds 8.375" x 3.9833"	One-Third Page Vertical 2.256" x 9.34" with bleeds 2.535" x 11.1375"	One-Quarter Page 3.38" x 4.75" with bleeds 4.1782" x 5.146"

Inserts (4 to 24 pages, excludes 6-page gatefold) 16.75" x 11.125"

Bellyband (printed on 50-60 lb. paper) 2.5-4.5" x 18-21"

Gatefold (6 or 8 pages) 8.375" x 11.25"

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.

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 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 published 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.

Production Contact

sendmyad@theygsgroup.com

The YGS Group
3650 West Market Street
York, PA 17404
Phone: 717-430-2245

Publisher's Policies

CONTRACT RATES

All advertising sold to run in the 2024 calendar year must pay the 2024 rates. There are no exceptions.

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. Advertorials are 1 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).

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.

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% 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.

COMMISSION FORFEIT

A commission of 15% 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.

CANCELLATIONS

Premium positions and digital contracts cannot be canceled. 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 and to 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.

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

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, widespread illness, 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.

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 for details.