

ADVERTISING PACKAGES

Maximize your investment by choosing one of our advertiser programs and receive better rates PLUS exclusive benefits.

Buy More and Receive a Bigger Discount and More Bonuses!

Use Specialty Advertising to Gain More Customers

Make the most of your opportunity to advertise with *Insulation Outlook's* unique readership with our special advertising pieces. Our advertising team has worked to create these options that are perfect to gain maximum exposure for a new product, campaign, or brochure. Pick one of the following options to showcase your company and products.

Want to give the readers a take away with your product message?

- 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.
- Customized polybagged mailings are available if you want to mail your product information in a clear plastic protector alongside the magazine.
- Blow-in cards are also available.
- Belly bands wrap your ad around the covers of the issue so that your message is the first thing readers see!
- Try extended ads with specialty folds: gatefolds, cover gatefolds, half gatefolds, barrel rolls.
- Add a stick-on note or attachment to your ad!
- Get personalized article reprints to hand out to your customers and clients.
- Want to get high tech? We can print Quick Response (QR) codes that interact with smartphones, sending the reader to your website, product or installation video, or other desired link. Augmented Reality options are also available for your ads!

Video Advertising

Do you have an installation or product video that you want potential customers to see? Post it on the MTL Product Catalog at www.insulation.org/mtl! Pair your material safety data sheets, marketing material, and installation videos together to educate end users on your product and watch your sales increase!

Digital Advertising

NIA News Digital Edition

NIA News is available online and recently became accessible on multiple mobile platforms so our members can read the latest news whenever and wherever they are on iPads, iPhones, Android devices, and Kindles. You can use this new capability to your advantage and reach customers on all their digital devices! Make the most of this medium with our new digital advertising options! Banner ads, belly bands, and full-page ads are available but limited to 1 per issue.

Email Advertising

Sponsor a NIA or Convention Email Communication

Position your company as an industry leader and promote your brand to our members! This is an affordable, effective way to communicate to our members.

Print Advertising to NIA Members

NIA News (Classified Ads Only)

NIA News, distributed to NIA members 5 times a year, is an affordable opportunity for NIA members to advertise surplus material, equipment sales, and other items in a classified-ad style.

“I make it “required” reading for our PM’s and Estimators.

“I refer to articles and even send them to my customers if it relates to a job I will be bidding for them.”



Select 4*

- Purchase a color or black and white ad in **3 issues** of *Insulation Outlook* within the calendar year at the 3-time rate, **AND**
- Purchase **1 ad** in the *Buyer's Guide* at the current rate.

YOUR BONUS:

FREE Hot Links Ads

Receive **2 free Hot Links** ads showcasing your company's website in 2 *Insulation Outlook* issues of your choice.

Online Advertiser Index

Select 4 advertisers will have their company name, logo, description, and address listed in the advertiser index on www.insulationoutlook.com for a full year! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

For All Packages

Recognition of Your Advertising Support

Your company will receive a special full-color logo in the Advertiser Appreciation pages in *Insulation Outlook* and the *NIA Buyer's Guide: Insulation Products & Providers*, as well as in the online ad index at www.insulationoutlook.com

Special Event Recognition During Fall Summit and NIA's 61st Annual Convention and WIACO

Your company will receive a special full-color logo on Advertiser Appreciation signs at these key meetings.

10% Discount for 2016 MTL Product Catalog

Discount applies for the package of your choice. Make sure your products are listed where buyers are looking for them—on the only online library for the insulation industry, which is part of the Mechanical Insulation Design Guide (MIDG).

E-News Bulletin Opportunity

Package advertisers have the only opportunity to sponsor an E-News Bulletin and reach this unique audience.

Preferred 7*

- Purchase a color or black and white ad in **6 issues** of *Insulation Outlook* within the calendar year at the 6-time rate, **AND**
- Purchase **1 ad** in the *Buyer's Guide* at the current rate.

YOUR BONUS:

FREE Banner Ads for a Year

Reach a broader audience with a free, full-color company logo on the website at InsulationOutlook.com posted for all of 2016.

FREE Hot Links Ads

Receive **4 free Hot Links** ads showcasing your company's website in any 4 *Insulation Outlook* issues of your choice.

Online Advertiser Index

Preferred 7 advertisers will have their company name, logo, description, address, phone number, email, and a link to their company's website in the advertiser index on www.insulationoutlook.com posted for all of 2016! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

Social Media

Receive company recognition on NIA's Facebook page and other social media, including advertiser appreciation tweets.

MTL Advertiser Bonus!

Preferred 7 package advertisers and Premier 12 package advertisers will receive a free product installation or marketing video link on the MTL Product Catalog. One MTL advertiser is highlighted in each issue of the E-News Bulletin.

Premier 12*

- Purchase a color or black and white ad in **11 issues** of *Insulation Outlook* during the calendar year at the 11-time rate, **AND**
- Purchase **1 ad** in the *Buyer's Guide* at the current rate.

YOUR BONUS:

FREE Hot Links Ads for a Year

Receive **11 free Hot Links** ads showcasing your company's website—one in each issue of *Insulation Outlook*—for the full calendar year.

Online Advertiser Index

Premier 12 advertisers will have their company name, logo, expanded description, address, phone number, email, and a link to their company website listed in the advertiser index on www.insulationoutlook.com listed for a full year! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

Preferential Placement of Ads

Premier 12 advertisers receive the best possible ad placement in each issue! Each month their ad will go in one of the first ad positions available. (Note: Cover positions and page 3 command a premium rate.)

Social Media

Receive company recognition on NIA's Facebook page and other social media, including advertiser appreciation tweets.

Email Advertising

Premier 12 advertisers are given preference for the limited spots in NIA's email communications.

FREE Banner Ads for a Year

Reach a broader audience with your free, full-color company logo ad at Insulation.org and InsulationOutlook.com—posted for all of 2016 after you sign up for the Premier 12 package.

Premier Mailings

Receive exclusive access to our *Insulation Outlook* audience, available only to Premier 12 advertisers. These advertisers have the valuable opportunity to send mailings to all or part of *Insulation Outlook's* circulation list. Pricing is determined on a case-by-case basis, and NIA must approve all mail advertisements. Mailing opportunities are limited.

Recognition in NIA News—Annual Convention Issue

Premier 12 companies will be published in our member newsletter, which is mailed to all NIA members and all the regional insulation organizations, and included in the NIA Annual Convention attendee welcome packet.

Recognition in E-News Bulletin

Premier 12 advertisers will receive recognition in our electronic newsletter, sent to NIA members, strategic partners, and subscribers.

MTL Advertiser Bonus!

Preferred 7 package advertisers and Premier 12 package advertisers will receive a free product installation or marketing video link on the MTL Product Catalog. One MTL advertiser is highlighted in each issue of the E-News Bulletin.

Early Bird Special

Sign up for your company's 2016 advertiser package plan by December 15, 2015 and be eligible to participate in a new column about proper product installation. A new special section will allow manufacturers to author a column about the proper applications and installation methods for one of their products and will include a product photo.

DISCOUNTS*

25%—NIA Active members (insulation contractors, distributors, fabricators, metal building laminators)

10%—NIA Associate members (manufacturers)

15%—Advertising agency discount for recognized agencies

* To qualify for all NIA bonus programs, all ads must run during the 2016 calendar year.