

Digital Opportunities



NIA News E-mail Blast



NIA Members, Manufacturers, Distributors, Fabricators, Contractors, and Metal Building Laminates

NIA News Digital Edition

In the digital edition, banner ads, belly bands, and full-page ads are available and limited to one per issue. The fully digital, mobile-friendly digital edition, which is sent 5 times a year, is an excellent way to reach insulation industry professionals. Reach out to readers directly with a video ad, animation, audio experience, banner ad, belly band, or full-page ad.

- Frequency:** 5x Annually
- Rates:** Starting at \$500 per ad
- Specs:** Full page: 8.5 x 11 inches
Banner Ad: 540 x 90 pixels

NIA News Email Blasts

Each issue is emailed to NIA members and banner advertising and native content ads are available. The Digital Edition of *NIA News* allows advertisers to engage in high-tech ads like animation, video, audio clips, and more!

- Frequency:** 5x Annually
- Rates:** Starting at \$500 per ad
- Specs:** Banner ad: 590 x 120 pixels; in-text native ads, 300 x 248 pixels; other options available

NIA Convention and Fall Summit Email Communications

NIA's email communications offer an affordable and convenient way to reach NIA members through the publications they read to stay up to date on association and industry news. Position your company as an industry leader and promote your brand to our members! NIA is the voice of the insulation industry. Sponsoring one of NIA's emails is an affordable and effective way to position yourself as an industry leader to our audience. Since these emails target attendees, the open rate is as high as 90%!

- Frequency:** As needed to promote association events and programs.

www.InsulationOutlook.com



E-News Bulletin



Engineers, Specifiers, and People with Insulation Purchase Power

www.InsulationOutlook.com

www.Insulation.org

Reach insulation end users, and anyone seeking more information about commercial and industrial insulation, via NIA's websites. Choose from native content, traditional, banner, or square ads on www.InsulationOutlook.com and www.Insulation.org.

Permanent In-Article Advertisements!

Companies who author articles for *Insulation Outlook* can purchase a banner or promo box advertisement to be placed in their articles permanently.

Rates: Starting at \$500 per ad

Specs: Square Ad: 300 x 250

Banner Ad: 970 x 250

E-News Bulletin

Each month, NIA deploys E-News Bulletins (ENBs) to our members and subscribers, as well as emails related to special events and programs, such as Convention and Fall Summit. These emails reach the largest available audience, including members, regional organizations, and industry subscribers who sign up for these free e-newsletters.

Frequency: Monthly

Rates: Starting at \$500 per ad

Specs: Leaderboard: 560 x 112

Square Ad: 250 x 207

Target your audience with a NIA digital package!