

# Advertising Rates\*

FOUR COLOR MEMBER TYPE	1X*** ACTIVE/ASSOC	3x ACTIVE/ASSOC	6x ACTIVE/ASSOC	11x ACTIVE/ASSOC	BUYER'S GUIDE ACTIVE/ASSOC
Two-page spread**	\$5,245/\$6,295	\$4,475/\$5,370	\$4,230/\$5,075	\$3,870/\$4,645	\$6,060/\$7,270
Full page**	\$3,595/\$4,315	\$3,010/\$3,615	\$2,920/\$3,505	\$2,800/\$3,360	\$3,945/\$4,735
Two-thirds page	\$3,190/\$3,830	\$2,700/\$3,225	\$2,640/\$3,170	\$2,520/\$3,025	\$3,600/\$4,320
One-half page	\$2,990/\$3,590	\$2,515/\$3,020	\$2,455/\$2,950	\$2,380/\$2,860	\$3,330/\$3,995
One-third page	\$2,785/\$3,435	\$2,345/\$2,815	\$2,290/\$2,745	\$2,175/\$2,610	\$3,080/\$3,700
One-quarter page	\$2,590/\$3,110	\$2,175/\$2,610	\$2,150/\$2,580	\$2,050/\$2,460	\$2,785/\$3,435
One-sixth page	\$2,280/\$2,735	\$1,910/\$2,295	\$1,870/\$2,245	\$1,785/\$2,140	\$2,225/\$2,670
Hot Links	\$940/\$1,130	\$795/\$955	\$760/\$915	\$715/\$855	n/a

BLACK AND WHITE MEMBER TYPE	1x*** ACTIVE/ASSOC	3x ACTIVE/ASSOC	6x ACTIVE/ASSOC	11x ACTIVE/ASSOC	BUYER'S GUIDE ACTIVE/ASSOC
Two-page spread**	\$3,950/\$4,740	\$3,290/\$3,945	\$3,090/\$3,710	\$2,690/\$3,225	\$4,390/\$5,265
Full page**	\$2,195/\$2,635	\$1,835/\$2,200	\$1,750/\$2,100	\$1,600/\$1,920	\$2,290/\$2,745
Two-thirds page	\$1,785/\$2,142	\$1,505/\$1,805	\$1,445/\$1,730	\$1,335/\$1,600	\$1,880/\$2,255
One-half page	\$1,640/\$1,965	\$1,335/\$1,600	\$1,265/\$1,515	\$1,195/\$1,435	\$1,720/\$2,065
One-third page	\$1,375/\$1,650	\$1,160/\$1,395	\$1,085/\$1,300	\$995/\$1,190	\$1,460/\$1,755
One-quarter page	\$1,190/\$1,425	\$995/\$1,190	\$960/\$1,150	\$865/\$1,040	\$1,250/\$1,500
One-sixth page	\$880/\$1,060	\$735/\$880	\$690/\$830	\$605/\$725	\$1,035/\$1,240

Recognized advertising agencies may qualify for an additional 15% discount. Please contact Rob Glass for details.

### Free Advertising for Package Advertisers

Please send press releases about your company, new products, and insulation-related news to [editor@insulation.org](mailto:editor@insulation.org) for possible complimentary publication in *Insulation Outlook*.

### Custom Advertising Packages Maximize Exposure

Want readers to walk away with more than a positive impression of your business? Consider these options:

- **Run multiple print ads for less:** 18x and 24x discounted rates are available!
- **Add the MTL Product Catalog:** Receive a year's worth of advertising for only \$1000, \$1500, or \$2000!
- **Belly band:** Wrap your ad around the cover of the issue so that your message is the first thing readers see.
- **New website advertisements or videos:** Offered on [Insulation.org](http://Insulation.org) and [InsulationOutlook.com](http://InsulationOutlook.com).
- **Pairing print, email, and web ads** together makes your company more recognizable.
- **NIA event sponsorships:** Present your company as an industry leader.
- **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:** Available if you want to mail your product information in a clear plastic protector alongside the magazine.
- **Blow-in cards**
- **Reprints:** Get personalized article reprints to hand out to your customers and clients.
- **Advertorials:** Need to say more about your product or its possible applications? Purchase editorial space for a product advertorial.

Rates are discounted based upon frequency so you can promote your company more often.

### Early Bird Bonus

Book your 2018 advertising plan by December 15, 2017, to be eligible to author a product column about one of your products! **Note:** Bonus ads require participation that yields at least 6 columns.

Best available pricing shown. Not all advertisers qualify for the rates and discounts shown. To qualify for all NIA bonus programs, all ads must run during the 2018 calendar year. To qualify for the membership discount, you must have NIA membership in good standing through 2018 and at the time of insertion. \*\*Special premium page placement is available for an additional 10%. Cover positions are available for an additional premium. \*\*\*Ads in the special issues are subject to 10% premium when purchased at a 1-time frequency. Advertisers will receive a rebate if they purchase subsequent ads.

**Note:** 2-color available upon request.