

# 2016

# Insulation Outlook Insertion Order

## ADVERTISER

Company \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_  
 NIA Member       Non-member  
 Agency \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## AD FREQUENCY

Premier 12 Advertiser       Preferred 7 Advertiser       Select 4 Advertiser  
 24-time       18-time       11-time       6-time       3-time       1-time\*\*

## AD SCHEDULE\*

\_\_\_\_\_ January      \_\_\_\_\_ August  
 \_\_\_\_\_ February      \_\_\_\_\_ September  
 \_\_\_\_\_ March      \_\_\_\_\_ October  
 \_\_\_\_\_ April/May\*\*      \_\_\_\_\_ November  
 \_\_\_\_\_ June      \_\_\_\_\_ December  
 \_\_\_\_\_ July      \_\_\_\_\_ 2015–16 Membership Directory

## HOT LINK SCHEDULE\*

\_\_\_\_\_ January      \_\_\_\_\_ August  
 \_\_\_\_\_ February      \_\_\_\_\_ September  
 \_\_\_\_\_ March      \_\_\_\_\_ October  
 \_\_\_\_\_ April/May\*\*      \_\_\_\_\_ November  
 \_\_\_\_\_ June      \_\_\_\_\_ December  
 \_\_\_\_\_ July

## ADVERTISING SPECIFICATIONS

4-color       2-color       Black only  
 \_\_\_\_\_ **Full Page**      \_\_\_\_\_ **2 Page Spread**      \_\_\_\_\_ **Insert**  
 \_\_\_\_\_ 2/3 Page Vertical      \_\_\_\_\_ 1/3 Page Vertical      \_\_\_\_\_ 1/6 Page Horizontal  
 \_\_\_\_\_ 1/2 Page Horizontal      \_\_\_\_\_ 1/3 Page Horizontal      \_\_\_\_\_ 1/6 Page Vertical  
 \_\_\_\_\_ 1/2 Page Island      \_\_\_\_\_ 1/4 Page Vertical      \_\_\_\_\_ Hot Links

## RATE INFORMATION

BILL ADVERTISER       BILL AGENCY

	Magazine	Directory	MTL	Directory Ad Placement (Please rank in order of preference)
Rate	_____	_____	_____	_____ Member Company Listing
Applicable Premium	_____	_____	_____	_____ Key Personnel
Member Discount*	_____	_____	_____	_____ Service Charts
Gross	_____	_____	_____	_____ Manufacturer Product Guide
Recognized Agency Discount	_____	_____	_____	
<b>Total Due Per Insertion</b>	_____	_____	_____	

## AD PLACEMENT

Special Request\*\*\* \_\_\_\_\_       Inside Front Cover       Inside Back Cover       Outside Back Cover

## REQUEST RATE INFORMATION

\_\_\_\_\_ Inserts      \_\_\_\_\_ Blow-in Cards      \_\_\_\_\_ Convention Sponsorships      \_\_\_\_\_ Tipped-in Brochures  
 \_\_\_\_\_ Belly bands      \_\_\_\_\_ Bind-in Inserts      \_\_\_\_\_ Gatefolds (6 and 8 pages)      \_\_\_\_\_ Other Specialty Ads

## AUTHORIZED SIGNATURES

Company/Agency \_\_\_\_\_ Date \_\_\_\_\_  
 Insulation Outlook \_\_\_\_\_ Date \_\_\_\_\_



By signing this insertion order, the agency/advertiser agrees to the publisher's policies. Advertisement and bonus program package cancellations are subject to a termination fee.

\* Membership must be active at the time of placement and insertion.

\*\* Ads in the March/April issue are subject to a 10% premium when purchased at a 1-time frequency. Advertisers will receive a rebate if they purchase subsequent ads.

\*\*\* Subject to a 10% premium and consent from the publisher is required. Requested pages may not be available every issue but will be accommodated when possible.