



Insulation Outlook is the only global publication devoted exclusively to industrial and commercial insulation applications, products, and markets.

Insulation Outlook **MEDIA KIT** **2017**

Readers of *Insulation Outlook* know the benefits of mechanical insulation. Make sure they know how your product can help in their search for energy efficiency and savings, or solve their specific design needs!

www.InsulationOutlook.com

The Official Publication of the National Insulation Association (NIA)

NIA | National Insulation
Association

THE VOICE OF THE INSULATION INDUSTRY™



MARKETING EFFORTS ALWAYS REVOLVE AROUND 2 QUESTIONS:

- How do I get my products and services in front of those who need them?
- How do I ensure they are in a position to make purchasing decisions?

For manufacturers, distributors, and providers of mechanical insulation products, accessories, and services, *Insulation Outlook* is the answer to those questions.

Insulation Outlook magazine is the only magazine that focuses exclusively on thermal insulation for industrial and commercial mechanical and specialty systems; our readers represent the exact demographic insulation providers are looking to reach, and also consist of those who make decisions on what products to buy.



Take a Look at Our Readership Demographics

Insulation Outlook subscribers represent an ideal customer base with both the interest and the purchasing power to choose products and services. Moreover, our readership surveys consistently show that our readers trust *Insulation Outlook* for recommendations on products and see it as the ultimate resource for information on insulation. We asked our readers if they find the magazine helpful—see their responses over the next few pages.

Insulation Outlook Circulation:



“It is helpful in keeping up with materials, specs, legal issues, and trends related to the insulation industry.”





CIRCULATION BREAKDOWN OF PRIMARY INDUSTRY



- ▶ 7% Government Agencies
- ▶ 8% Institutional
- ▶ 12% Utilities
- ▶ 29% Industrial
- ▶ 44% Commercial

PRIMARY OCCUPATION OF SUBSCRIBERS



- ▶ 2% Architect
- ▶ 2% Federal, State, and Local Energy/Code Officials
- ▶ 2% Building Inspector
- ▶ 6% Mechanical Contractor
- ▶ 13% Plant Manager/Owner
- ▶ 75% Engineer (Maintenance, Consulting, Mechanical, Energy/Environmental)

“Insulation Outlook keeps me updated on new products and processes to use in the field.”

“Very helpful. It is the top publication for the industry in the U.S. and we appreciate the frequent focus on energy.”

“It is very helpful to keep me informed of new developments in the industry.”

“[Insulation Outlook] keeps me updated on new products and processes to use in the field.”

“Excellent source for information on insulation.”

“[Helpful] for staying aware of trends and new products in the insulation industry.”

Insulation Outlook is NIA's forum for reaching and educating engineers, facility and plant owners and managers, architects, specifiers, and code officials. NIA's research has found that most engineering schools do not teach students about insulation for mechanical systems. To fill in this gap, *Insulation Outlook* provides case studies, best practices, articles on system design and installation, and insulation products for both novice and knowledgeable readers. In order to be well rounded, we also cover general business and personnel management articles. NIA members submit articles for publication to share their expertise with the construction industry and help educate them on the benefits of insulation. Email us at editor@insulation.org to participate.

Become a Recognized Industry Expert

Clearly, *Insulation Outlook* subscribers see the magazine as the source on how to properly specify, install, and maintain thermal insulation. One of the best ways to position your business as an authority in the insulation industry is to become an author for *Insulation Outlook*. Businesses that have been featured in the magazine have experienced the tremendous value that association with *Insulation Outlook* brings, such as increased business.

Businesses that offer editorial content to *Insulation Outlook* have instant access to a audience of more than 11,500 subscribers who are looking for insulation expertise—position your company as one of our experts by submitting an article today!

Not a Writer? Not a Problem!

Insulation Outlook's staff understands that writing is not for everyone—and that is why we are on hand to ensure your article reflects your knowledge and expertise. Our staff can work with you every step of the way—whether that means drafting the article from an outline, interviewing your staff and drafting the article on your behalf, or just cleaning up any small technical errors to ensure your content shines through. We are committed to ensuring that your piece both informs our readership and frames you as the expert they can reach out to for further information.

Contact us at editor@insulation.org or 703-464-6422, ext. 116, if you are interesting in writing an article for *Insulation Outlook*. View more helpful tips at www.insulationoutlook.com/io/writers.cfm.

Non-members

Authors, Consultants, and Industry Experts

Submit your article or manuscript to become one of our columnists or specialty paid authors! While *Insulation Outlook* draws much of its content from NIA members, we also welcome submissions from those seeking an expanded audience and platform for their content. *Insulation Outlook* is an excellent medium to reach insulation end users—having your article accepted for publication also lends the magazine's authority and standing in the construction world to your subject matter.

Writer's Guidelines

One of the benefits of writing an article for *Insulation Outlook* is the value of being seen as a trusted, unbiased expert. In order for *Insulation Outlook* to maintain its credibility as an unbiased resource, all articles must be company and product neutral—meaning one product or company cannot be promoted over another. To ensure fairness, only generic product types may be used in articles, and all brand names must be avoided. If you are looking to promote a particular product or service, you may want to consider purchasing paid advertorial space, in which your particular products and services can be featured. Case studies are often an excellent option for article topics, and allow authors to focus on proper specification, installation, and maintenance. View more helpful tips at www.insulationoutlook.com/io/writers.cfm.

Structure

- Begin with a general overview of the subject (2 to 3 paragraphs) and lead into a step-by-step review of the topic.
- Include a suggested headline and subheadings to highlight significant sections.
- Present details as bulleted lists.
- Articles generally run from about 1500–3000 words, and deadlines are flexible based on each issue's content.
- Any illustrations, such as chart, graphs, tables, or photos, are encouraged. Authors are responsible for obtaining permission to use any graphics to which they do not hold the copyright.

Topics

While we accept submissions on all types of topics, we are looking for content focusing on the topics mentioned in our editorial calendar and other matters related to insulation for mechanical systems.



Double Issue

State of the Industry March/April 2017

Insulation Outlook's highly anticipated double issue is a critical business-planning tool for all readers. This powerhouse issue contains economic forecasts with industry-specific information, the energy outlook, information on relevant legislation and regulations, and trending business practices that all companies need to be aware of as they look toward long-term planning.

This issue gets bonus circulation at NIA's Annual Convention as well as other trade shows around the United States—representing a singular opportunity for advertisers looking to get their products and services in front of as many readers as possible.

Advertiser Bonus Feature

In addition to the exceptional exposure this issue brings, advertisers will also enjoy free additional advertising space on our special Advertiser Appreciation page, which features eye-catching full-color logos from our advertisers. This issue also contains the most detailed advertiser index of the year—making it even easier for potential customers to reach out to your company.

Don't Miss Out—Act Now

As you can imagine, advertising space sells out incredibly quickly for this special issue. Reserve your space now to ensure you don't miss out on the chance to reach thousands upon thousands of customers in our State of the Industry issue.

The MTL Product Catalog

Advertising at the Perfect Moment

Effective advertising relies on proper timing—how do you reach customers when they are looking for products, but are not sure what to buy? The MTL Product Catalog, the only online library of technical information for the insulation industry, is designed for customers at this precise moment in the purchasing process.

The MTL Product Catalog provides all product information for the Mechanical Insulation Design Guide (MIDG), which is part of the National Institute of Science's (NIBS') Whole Building Design Guide (WBDG). Tens of thousands of users rely on the MIDG to provide information on the performance and use of mechanical insulation. Approximately 10,500 users access the WBDG every month, and nearly 68% of these users are looking for information on products and materials.

Guiding Customers' Purchasing Decisions

The MTL and the MIDG work together to help customers navigate from project inception to material purchase. Businesses can create a comprehensive customer-acquisition experience by uploading their logos, technical PDFs, videos, and other materials—guiding customers as they are researching how to use materials properly and then deciding which products to purchase.



2018 Buyer's Guide: Insulation Products & Providers

Can't choose just one issue? Advertise for a whole year in the Annual Product and Membership Directory!

If you are looking for advertising that spans across the United States and boasts a multi-sector audience, NIA's annual *Buyer's Guide* is the perfect option. This comprehensive guide has a detailed listing of NIA's member companies categorized by geographical region, specialty, and type. Numerous insulation end-user industries depend on this resource to connect with the most trusted names in the insulation industry.

As an advertiser you will enjoy:

- 12 months of exposure;
- Your company's logo on the Advertiser Appreciation page in full color;
- Your company's information and logo in the Company Listing section; and
- Your company's contact information and website in the Advertiser Index for easy reference for insulation buyers.



2017 Editorial & Advertising Planning Calendar

JANUARY

UNDERSTANDING INSULATION DESIGN

A detailed look at how to design and install insulation on mechanical systems and a review of insulation basics and terminology.

Editorial Submissions Due

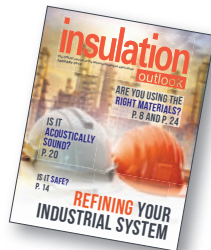
November 15, 2016

Advertising Space Reservations Due

December 12, 2016

Advertising Materials Due

December 12, 2016



January 2016 Issue
Industrial and Refractory Systems

FEBRUARY

BUILDING CODES AND SPECIFICATIONS

Building codes have a tremendous effect on the amount of insulation used on a job site, which affects the efficiency and environmental friendliness of the system.

Editorial Submissions Due

December 15, 2016

Advertising Space Reservations Due

December 15, 2016

Advertising Materials Due

December 22, 2016



February 2016 Issue
A Spotlight on Metal Building Insulation

JUNE

A TECHNICAL LOOK AT SYSTEM DESIGN

An examinations of technical topics from insulation manufacturers and NIA member companies.

Editorial Submissions Due

April 3, 2017

Advertising Space Reservations Due

April 17, 2017

Advertising Materials Due

April 24, 2017



June 2016 Issue
Spotlight on Insulation

JULY

BUSINESS, LEGAL, AND SAFETY ISSUES

Updates on topics like new industry standards, Occupational Safety and Health Administration (OSHA) regulations, new business rules, personnel issues, and legal developments that affect business operations.

Editorial Submissions Due

May 1, 2017

Advertising Space Reservations Due

May 15, 2017

Advertising Materials Due

May 22, 2017



July 2016 Issue
Cryogenic and Liquefied Natural Gas (LNG) Systems

OCTOBER

INSULATION SYSTEMS AT FOOD-PROCESSING FACILITIES

Looking at the system needs of food-processing facilities.

Editorial Submissions Due

August 1, 2017

Advertising Space Reservations Due

August 15, 2017

Advertising Materials Due

August 22, 2017



October 2016 Issue
Industrial and Refractory Systems

NOVEMBER

BELOW-AMBIENT SYSTEMS

How to design systems to avoid condensation, mold, and corrosion under insulation (CUI).

Editorial Submissions Due

September 1, 2017

Advertising Space Reservations Due

September 15, 2017

Advertising Materials Due

September 22, 2017



November 2015 Issue
Built to Last

Please send your press releases about your company, new products, and insulation-related news to editor@insulation.org for possible complimentary publication in *Insulation Outlook*. The bonus distribution will be scheduled at time of publication. Contact your advertising sales representative for the latest information.

This editorial calendar was planned during the summer of 2016 and will change over the course of the year based on the articles submitted and the feedback we receive from readers and members.

MARCH/APRIL

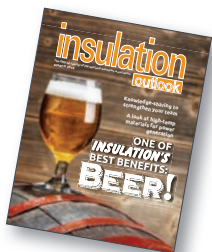
DOUBLE ISSUE: FORECASTING 2017 AND THE CONSTRUCTION INDUSTRY

This special double issue explores member and reader-requested topics as well as the economic, political, and industry forecasts to help the insulation, engineering, and construction industries with long-term business planning. This issue is featured at NIA's Annual Convention.

Editorial Submissions Due
January 15, 2017

Advertising Space Reservations Due
January 15, 2017

Advertising Materials Due
January 22, 2017



March 2016 Issue
Engineering Insulation Systems

MAY

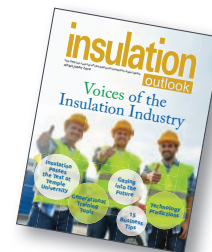
DISTRICT ENERGY PRODUCTION

A NIA member company tackles district energy and its unique challenges and solutions.

Editorial Submissions Due
February 10, 2017

Advertising Space Reservations Due
February 15, 2017

Advertising Materials Due
February 22, 2017



April/May 2016 Issue
Double Issue: The State of the Industry

AUGUST

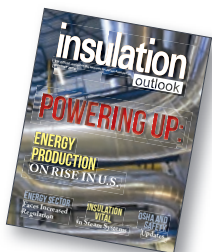
POWER AND ENERGY ISSUES

An examination of industrial areas like petro chem, power generation, current regulations, and energy topics.

Editorial Submissions Due
June 1, 2017

Advertising Space Reservations Due
June 15, 2017

Advertising Materials Due
June 22, 2017



August 2016 Issue
Power and Energy Issues

SEPTEMBER

COMMERCIAL INSULATION PROJECTS

This issue will look at commercial insulation projects and installation best practices.

Editorial Submissions Due
July 5, 2017

Advertising Space Reservations Due
July 17, 2017

Advertising Materials Due
July 24, 2017



September 2016 Issue
Product Supply Chain and Inventory Management

DECEMBER

SPOTLIGHT ON TRENDS

An investigation of the latest trends in the construction and insulation industry.

Editorial Submissions Due
October 2, 2017

Advertising Space Reservations Due
October 16, 2017

Advertising Materials Due
October 23, 2017



December 2015 Issue
Insulation Systems

2018

BUYER'S GUIDE: INSULATION PRODUCTS & PROVIDERS

See the *Buyer's Guide* listing on page 5 for details. This mails with the December 2017 issue.

Editorial Submissions Due
N/A

Bonus Distribution

- All NIA Members
- All *Insulation Outlook* Subscribers
- FESI (European Federation of Association of Insulation Contractors)
- Regional Associations Headquarters (SWICA, MICA, CSIA, ESICA, WICA, SEICA)



2017 Buyer's Guide

Advertising Packages

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

For All Packages

Buy More, Pay Less Per Ad

Rates are discounted based upon frequency.

Free Print Recognition of Your Company

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.

Free Web Listing of Your Company and Products

On www.InsulationOutlook.com, your company will receive a company and product listing, including a full-color logo and contact information so *Insulation Outlook* readers can easily find you and go to your website.

Free Event Recognition at NIA's Fall Summit/Insulation Expo USA Tradeshow and at NIA's Annual Convention

Your company will receive a special full-color logo on Advertiser Appreciation signs at these key meetings set up next to the registration area for maximum visibility for all attendees.

Free Social Media Recognition

Package advertisers will be mentioned in NIA's social media accounts and have the only opportunity to reach this unique audience.

10% Discount for 2017 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. The MTL is part of the Mechanical Insulation Design Guide (MIDG), which teaches engineers and specifiers what insulation to use and how to properly design insulation systems.

Early Bird Special

Sign up for your company's 2017 advertiser package plan by December 12, 2016, in order to receive 2016 rates in 2017.

DISCOUNTS*

25%—NIA Active members**

(Insulation Contractors, Distributors, Fabricators, Metal Building Laminators)

10%—NIA Associate members**

(Manufacturers)

15%—Advertising agency discount for recognized agencies

Frequency Discounts:

Buy more and pay less per ad

- * To qualify for all NIA bonus programs, all ads must run during the 2017 calendar year.
- ** To qualify for the membership discount, you must have NIA membership in good standing through 2017 and at the time of insertion.

Custom Advertising Packages Maximize Exposure

It is rare to have an advertising platform that targets insulation end users as well as *Insulation Outlook*. The advertising staff at *Insulation Outlook* wants our advertisers to make the most of this unique opportunity with carefully crafted advertising packages meant to leave a lasting impression on readers.

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

- **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.**
- Belly bands wrap your ad around the cover of the issue so that your message is the first thing readers see!
- 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.
- **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

You will get maximum exposure for your video advertisements in the *NIA News* Digital Edition and the MTL Product Catalog. The MTL Product Catalog is the only online library of insulation technical information. On this site, companies can post material data safety sheets, marketing material, and installation videos—it is a perfect place to combine educational material and advertising to point customers toward your products.

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: 2 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.

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 2017.

4 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 2017! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

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.

Social Media Recognition

Receive enhanced company recognition, which may include NIA's Facebook page or Twitter accounts.

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: 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.)

11 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 2017 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 for a full year! MTL Product Catalog advertisers will also receive a link to their MTL product information page.

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.

Recognition in E-News Bulletin

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

Social Media

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

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 or product samples 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.

Email Advertising

Premier 12 advertisers are given preference for the limited spots in NIA's email and digital ad space.

FREE Web Recognition 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 2017 after you sign up for the Premier 12 package.

New Web and Digital Options

NIA has a new website and is now offering digital advertising!

Contact Julie McLaughlin at publisher@insulation.org to find out more or to sign up for a digital package.

Choose Your Audience: Insulation Purchasers and Engineers or NIA Members and Contractors

AUDIENCE: NIA Members and Contractors

NIA's Digital Newsletter Advertising

NIA News

NIA News is NIA's membership publication, featuring NIA news and events, safety updates, people and places news, plus much more. Advertising options are available in the print edition, digital edition, and the e-newsletter that is sent out with each issue. *NIA News* is an exclusive, members-only publication that is available 5 times a year.

Digital: In the digital edition, banner ads, belly bands, and full-page ads are available and limited to 1 per issue. The fully digital, mobile-friendly newsletter is an excellent way to reach insulation industry professional. Reach out to readers directly with a video ad, animation, audio experience, banner ad, belly band, or full-page ad.

Print: *NIA News* goes out in print to every one of NIA's members. Using an affordable classified-ad style, advertisers can promote surplus material, equipment sales, and other items. Business card ads are available for contractors and the construction industry.

NIA News E-mail blasts: Each issue is emailed to NIA members and banner advertising and native content ads are available.

Frequency: 5 newsletters and emails per year

Rates: Starting at \$500 per ad

Specs: Digital edition ads: full page ad is 8 ½ x 11 inches, banner ad is 540 x 90 pixels; banner ad in digital edition e-newsletter is 590 x 120 pixels; in-text ad is 300 x 248 pixels; need business card

Email Communication to Members

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.

NIA News E-mail Blasts

Each issue is emailed to NIA members and banner advertising and native content ads are available.

Five times a year, NIA emails out the Digital Edition of *NIA News*, allowing advertisers to engage in high tech ads like animation, video, audio clips, and more!

Frequency: As needed to promote association events and programs.

Email Rates: Starting at \$500 per ad

Specs: Banner ads, 590 x 120 pixels; in-text native ads, 300 x 248 pixels, other options available

New Print Advertising Options to Reach End Users!!

Contractor Services, Product Spotlight, Tech Tools

We will run the Contractor Services, Product Spotlight, and the Tech Tools columns inside select print publications like the NIA Annual Convention double issue or the annual Buyer's Guide. Contractor Services spotlights a company, their locations, and the services that they provide. The Product Spotlight features one insulation material. The Tech Tools section highlights resources like calculators, software, and videos that buyers can use to better understand or purchase insulation products. Space is limited for each of these columns. Companies wishing to participate only need to provide the materials and NIA will design the ad.

Required:

- Company Name
- Company Logo
- 75 Word Product Description
- One High Resolution Product or Resource Photo
- Contact information: Web Address and Phone Number

Rates: Ads are reasonable priced at \$650 net.

AUDIENCE:

Engineers, Specifiers, and People with Insulation Purchase Power

Website Advertising

NIA's Newly Redesigned Websites:

www.InsulationOutlook.com and www.Insulation.org

NIA has rebuilt its entire website from the ground up, giving advertisers the opportunity to take advantage of new options in our new search-engine optimized site. 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 box ads on www.InsulationOutlook.com.

Rates: Determined on a case by case basis.

Contact publisher@insulation.org for details.



300 x 250
ad space

300 x 250
ad space

970 x 250
Banner ad space

Email Advertising

Sponsor a 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: Banner ads, 590 x 120 pixels; in-text native ads, 300 x 248 pixels, other options available



590 x 120
Banner ad space
at top of email

300 x 284
Native content
ad space

In-Article Advertisements

Companies who author articles for *Insulation Outlook* can purchase a banner or promo box advertisement to be placed in their articles. NIA also highlights package advertisers through its Twitter and Facebook accounts.

Rates: Determined on a case by case basis. Contact publisher@insulation.org for details.

MTL Product Catalog

An online product catalog that is part of NIA's website, manufacturers and distributors can place their product information and videos for end users, engineers, and members of the design and building community to use when designing insulation systems. The MTL is also part of the Mechanical Insulation Design Guide (MIDG) on the Whole Building Design Guide (WBDG) website.

Rates: Determined by number of pages of technical literature and video links.

Get creative with our audiences!

We can accommodate most requests and create custom packages. If you have an idea for promoting your products and services to our members, please contact Julie McLaughlin at publisher@insulation.org.

Advertising Rates

BUY MORE,
PAY LESS

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

FOUR COLOR

	1x***	3x	6x	11x	BUYER'S GUIDE
Two-page spread**	\$6,995	\$5,965	\$5,640	\$5,160	\$8,080
Full page**	\$4,795	\$4,015	\$3,895	\$3,730	\$5,260
Two-thirds page	\$4,255	\$3,585	\$3,520	\$3,360	\$4,800
One-half page	\$3,990	\$3,355	\$3,275	\$3,175	\$4,440
One-third page	\$3,715	\$3,125	\$3,050	\$2,900	\$4,110
One-quarter page	\$3,455	\$2,900	\$2,865	\$2,735	\$3,715
One-sixth page	\$3,040	\$2,550	\$2,495	\$2,380	\$2,965
Hot Links	\$1,255	\$1,060	\$1,015	\$950	n/a

TWO COLOR

	1x***	3x	6x	11x	BUYER'S GUIDE
Two-page spread**	\$6,435	\$5,450	\$4,960	\$4,620	\$7,250
Full page**	\$4,140	\$3,470	\$3,375	\$3,165	\$4,675
Two-thirds page	\$3,595	\$3,005	\$2,960	\$2,820	\$4,150
One-half page	\$3,340	\$2,810	\$2,730	\$2,635	\$3,870
One-third page	\$3,260	\$2,735	\$2,485	\$2,360	\$3,545
One-quarter page	\$2,810	\$2,360	\$2,320	\$2,180	\$3,270
One-sixth page	\$2,380	\$1,995	\$1,950	\$1,820	\$2,410

BLACK AND WHITE

	1x***	3x	6x	11x	BUYER'S GUIDE
Two-page spread**	\$5,265	\$4,385	\$4,120	\$3,585	\$5,850
Full page**	\$2,925	\$2,445	\$2,330	\$2,135	\$3,050
Two-thirds page	\$2,380	\$2,005	\$1,925	\$1,780	\$2,505
One-half page	\$2,185	\$1,780	\$1,685	\$1,595	\$2,295
One-third page	\$1,835	\$1,550	\$1,445	\$1,325	\$1,950
One-quarter page	\$1,585	\$1,325	\$1,280	\$1,155	\$1,665
One-sixth page	\$1,175	\$980	\$925	\$805	\$1,380

OTHER ADVERTISING OPPORTUNITIES

Run multiple print ads for less: 18x and 24x discounted rates are available!

Magazine inserts, belly bands, gatefold, and mailings

Website advertisements or videos on *Insulation.org* and *InsulationOutlook.com*

Monthly E-News Bulletin email (limited space)

Digital advertisements in digital member newsletter (*NIA News*)

Newsletter email blasts (limited space)

Pricing available upon request

Pricing available upon request

Pricing available upon request

12 emails per year

Starting at \$500 per ad

5 emails per year to members

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

** Special premium page placement is available for an additional 10%. Cover positions are available for an additional premium.

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

Early Bird Bonus

Sign up for your company's 2017 advertiser package plan by December 12, 2016, to receive 2016 rates in 2017.

Advertising Contact:

Ben Harmon at 202-367-2456 or ads@insulation.org

Additional Discounts*

25%—NIA Active members (Insulation Contractors, Distributors, Fabricators, Metal Building Laminators)

10%—NIA Associate members (Manufacturers)

15%—Advertising agency discount for recognized agencies

Publisher's Policies

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.

AGENCY COMMISSION FOR PAYMENT WITHIN 60 DAYS

Fifteen percent of gross billing is allowed to recognized agencies for display advertising space, and color and special position premiums, 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.

CONTRACT RATES

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 frequency rate for each unit. However, if advertiser submits two 1/2-page ads instead of a full-page ad, publisher will charge for the cost of two 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).

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. 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.

CANCELLATIONS

Premium positions cannot be cancelled. Full payment of the entire contract is required.

Companies canceling an advertising package may be subject to a termination fee in addition to payment for Hot Links and other marketing exposure received as part of the bonus program.

All cancellations must be received in writing prior to the advertising space reservation deadline. Cancellations after space closing may not be possible. Those that are possible will be billed at 50% of full rate. 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* does not constitute an endorsement of such products or services by NIA.

DISCLAIMER

Publisher is not liable for delays in delivery and/or nondelivery in the event of act of God, action of any governmental or quasi-governmental entity, 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. Any deliberate attempt to simulate a publication's format is not permitted.

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.

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/April** _____ October
 _____ May _____ November
 _____ June _____ December
 _____ July _____ 2018 Membership Directory

HOT LINK SCHEDULE*

_____ January _____ August
 _____ February _____ September
 _____ March/April** _____ October
 _____ 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	_____	_____	_____	
Total Due Per Insertion	_____	_____	_____	

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.

Ad Submittal & Mechanical Requirements

ADVERTISING MATERIALS REQUIREMENTS

File format: Digital files accepted: Adobe InDesign, Adobe Illustrator, or Adobe Photoshop files, accompanied by all associated fonts and graphics files; PDF files with fonts and graphics embedded. Both Mac and PC files accepted.

Bleeds: No charge for bleed on spreads or full-page units. Bleeds not available for fractional units. Oversize units will be reduced at advertiser's expense.

Safety margin: Keep all live matter within 0.25 inch from trim size of magazine.

Colors: Four-color only, CMYK. PMS colors will be matched using CMYK. Ads containing PMS colors will be matched with CMYK and billed at the 4-color rate.

Resolution: At least 300 dpi at 100%. Four-color scans must be in CMYK mode (not RGB). Convert all JPEGs and GIFs to CMYK TIFFs and include all fonts.

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 a result of incorrect ads and may be subject to additional fees if previous ad is published and 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 also can 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 provided electronically. For PDFs, fonts and graphics must be embedded in the file. All other formats must include fonts and graphics linked to the original document. Please preflight your ad before sending it to *Insulation Outlook*. *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.

All color ads must be accompanied by a color-matched SWOP that has been output on a SWOP-approved device. Without a proof, neither press nor publisher can be held responsible for correct color, image shift, and image dropout. Laser prints are not acceptable color proofs.

No ad 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 received by the material close date for the contracted issue, the previous advertisement will be repeated. Any materials submitted or changed after the material close date are subject to a late fee. Ads must match trim size. Total area density should not exceed SWOP density of 280%. Tints and color type in a 4-color advertisement must be produced in a CMYK equivalent.

If you have questions about how to submit your ad, contact Ashley Lopez, Senior Manager of Production and Design, at 703-464-6422, ext. 117.

ADVERTISING CONTACT

Contact Ben Harmon at ads@insulation.org for pricing information and mechanical requirements.

MAILING INSTRUCTIONS

Send all contracts, insertion orders, and correspondence to:
Ben Harmon, The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
202-367-2456
Fax: 301-215-7704

Mechanical Specs

Publication trim size: 8-1/4" x 10-7/8"

Method of printing: Web offset

Method of binding: Saddle stitch

<p>Two-Page Spread Bleed 16-3/4" x 11-1/8"</p>	<p>Full-Page Bleed 8-3/8" x 11-1/8"</p> <p>Full Page No Bleeds 8-1/4" x 10-7/8"</p>	<p>Two-Thirds Page Vertical 4-9/16" x 9-3/4"</p>
<p>One-Half Island 4-9/16" x 6-3/4"</p>	<p>One-Half Page Horizontal 7" x 4-3/4"</p>	<p>One-Third Page Vertical 2-3/16" x 9-3/4"</p>
<p>One-Third Page Horizontal 4-9/16" x 4-7/8"</p>	<p>One-Quarter Page Vertical 3-5/16" x 4-3/4"</p>	<p>One-Sixth Page Vertical 2-3/16" x 4-3/4"</p>
<p>One-Sixth Page Horizontal 4-3/4" x 2-3/16"</p>	<p>Hot Links* Vertical 2-1/8" x 3"</p>	

Dimensions

Ads	1 or 2 pages	8-3/8" x 11-1/8"
Insert	4 to 24 pages	16-3/4" x 11-1/8" (excluding 6-page gatefold)
Belly band	2.5 to 4-1/2" wide	18 to 21" in length (printed on 50 or 60 lb. paper)
Gatefold	6 or 8 pages	8-3/8" x 11-1/8"
	<i>Center spread is 6 & 8 panel. Width must be .25 narrower than trim. Insulation Outlook trim size is 8-1/4" x 10-7/8". Folded flap must be .125 narrower than covers.</i>	

Bind-in cards, blow-in cards, and stickers are also available. For more information, contact Ben Harmon.

Insulation Outlook **MEDIA KIT** **2017**

KEY DECISION MAKERS:

- Architects
- Building Inspectors
- Consulting Engineers
- Energy/Environmental Engineers
- Insulation Contractors
- Insulation Fabricators
- Maintenance Engineers
- Mechanical Contractors
- Mechanical Engineers
- Plant Managers
- Plant Owners
- Specifying Engineers

KEY INDUSTRIES:

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

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Association

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National Insulation Association
12100 Sunset Hills Road Suite 330 Reston, VA 20190
703-464-6422 ads@insulation.org

