

2016 ADVERTISING RATES

Four color	1X***	3X	6X	11X	Buyer's Guide
Two-page spread**	\$6,880	\$5,965	\$5,570	\$5,160	\$8,080
Full page**	\$4,655	\$4,015	\$3,880	\$3,730	\$5,260
Two-thirds page	\$4,130	\$3,585	\$3,485	\$3,360	\$4,800
One-half page	\$3,870	\$3,355	\$3,245	\$3,175	\$4,440
One-third page	\$3,605	\$3,125	\$3,010	\$2,900	\$4,110
One-quarter page	\$3,355	\$2,900	\$2,835	\$2,735	\$3,715
One-sixth page	\$2,950	\$2,550	\$2,470	\$2,380	\$2,965
Hot Links	\$1,220	\$1,060	\$1,005	\$950	n/a
Two color	1X***	3X	6X	11X	Buyer's Guide
Two-page spread**	\$6,245	\$5,450	\$4,815	\$4,620	\$7,250
Full page**	\$4,020	\$3,470	\$3,340	\$3,165	\$4,675
Two-thirds page	\$3,495	\$3,005	\$2,930	\$2,820	\$4,150
One-half page	\$3,240	\$2,810	\$2,700	\$2,635	\$3,870
One-third page	\$3,165	\$2,735	\$2,460	\$2,360	\$3,545
One-quarter page	\$2,725	\$2,360	\$2,295	\$2,180	\$3,270
One-sixth page	\$2,310	\$1,995	\$1,925	\$1,820	\$2,410
Black and White	1X***	3X	6X	11X	Buyer's Guide
Two-page spread**	\$5,110	\$4,385	\$4,000	\$3,585	\$5,850
Full page**	\$2,840	\$2,445	\$2,305	\$2,135	\$3,050
Two-thirds page	\$2,310	\$2,005	\$1,905	\$1,780	\$2,505
One-half page	\$2,120	\$1,780	\$1,665	\$1,595	\$2,295
One-third page	\$1,780	\$1,550	\$1,435	\$1,325	\$1,950
One-quarter page	\$1,540	\$1,325	\$1,265	\$1,155	\$1,665
One-sixth page	\$1,140	\$980	\$915	\$805	\$1,380
Other Advertising Opportunities					
Inserts, belly bands, gatefold, and mailings			Pricing available upon request		
NIA News (NIA Member Publication) Digital Edition Ads			Starting at \$500		
NIA Communication Email Blast Advertising Opportunities (New)			Starting at \$500 per ad		
NIA News Digital Edition Emails			5 emails per year		
NIA E-News Bulletin			Maximum of 12 per year		
18X and 24X Rates are Available!			Pricing available upon request		

* 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 April/May 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 2016 advertiser package plan by December 15, 2015 and be eligible to participate in a new column about proper product installation. This 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

Advertising Contact:

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