

# New Web and Digital Options

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

Contact Julie McLaughlin at [publisher@insulation.org](mailto: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

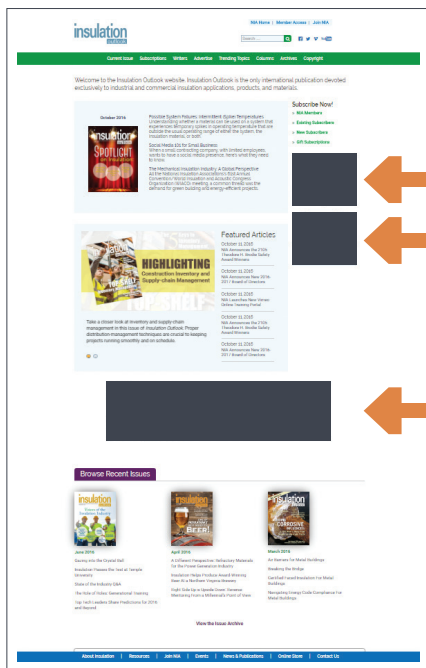
### Website Advertising

#### NIA's Newly Redesigned Websites:

[www.InsulationOutlook.com](http://www.InsulationOutlook.com) and [www.Insulation.org](http://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](http://www.InsulationOutlook.com).

**Rates:** Determined on a case by case basis. Contact [publisher@insulation.org](mailto: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, 560 x 112 pixels; in-text native ads, 250 x 207 pixels, other options available



560 x 112 Banner ad space at top of email

250 x 207 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](mailto: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](mailto:publisher@insulation.org).