

Insulation Outlook® Magazine 2018

MEDIA KIT



Insulation Outlook magazine is written by insulation experts for engineers, specifiers, and contractors to educate them on products and best practices for mechanical insulation systems in both commercial facilities and industrial plants.

www.InsulationOutlook.com

The Official Publication of the National Insulation Association (NIA)

NIA | National Insulation Association®

THE VOICE OF THE INSULATION INDUSTRY™

Insulation Outlook[®]

Insulation Outlook magazine is the only magazine that focuses exclusively on insulation for industrial and commercial mechanical and specialty systems. It focuses on system design, best practices, and products. It is the ideal place to reach a captive audience that is starved for insulation information and looking to make insulation purchases.

Readership Demographics

Surveys of *Insulation Outlook* readers prove time and again that our readers trust our magazine and use it to guide purchasing decisions, train personnel, and design and specify insulation systems. See the following graphics to get a better idea of our subscriber base. Your sales manager can share additional statistics and reader quotes.

KEY DECISION MAKERS:

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

91% of readers have taken action as a result of an ad in *Insulation Outlook*.

KEY INDUSTRIES:

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



Circulation Breakdown of Primary Industry

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

Subscribers: 11,500
Readership: 30,000*

90% used products featured in *Insulation Outlook* for their projects and/or specifications.

71% plan to purchase insulation services in the next 12 months.

The Editorial Calendar may change due to reader feedback, member submissions, and available content.

JANUARY

BUSINESS, LEGAL, AND SAFETY

A review of current regulations and safety and legal issues affecting the industry.

Editorial: 11.1.17

Ad Close: 12.15.17 | Art Due: 12.15.17

AUGUST

POWER AND ENERGY

A review of current power and energy issues and regulations that will affect the industry.

Editorial: 6.1.18

Ad Close: 6.15.18 | Art Due: 6.22.18

FEBRUARY

UNDERSTANDING INSULATION BASICS

A thorough review of insulation basics that is crucial to designing efficient systems.

Editorial: 12.1.17

Ad Close: 12.15.17 | Art Due: 12.22.17

SEPTEMBER

INSULATION MAINTENANCE

Maintenance is a critical part of enjoying all the benefits of a well-designed and installed insulation system.

Editorial: 7.2.18

Ad Close: 7.16.18 | Art Due: 7.23.18

MARCH

MOTHER NATURE'S IMPACT ON CONSTRUCTION

Even the best-designed systems can fall victim to weather extremes. We'll take a look at how certain weather events affect construction practices.

Editorial: 1.1.18

Ad Close: 1.15.18 | Art Due: 1.22.18

OCTOBER

COMMERCIAL SYSTEM DESIGN

A special look at commercial systems and their unique insulation needs.

Editorial: 8.1.18

Ad Close: 8.15.18 | Art Due: 8.22.18

APRIL/MAY

SPECIAL CONVENTION ISSUE! STATE OF THE INDUSTRY

This special double issue will take a look at the state of the mechanical insulation and construction industries and make predictions for the years ahead.

Editorial: 2.15.18

Ad Close: 2.15.18 | Art Due: 2.22.18

NOVEMBER

NIA'S FALL SUMMIT ISSUE INDUSTRIAL AND CUI

Industrial systems require special attention to insulation. We will also look at condensation and corrosion issues.

Editorial: 9.3.18

Ad Close: 9.14.18 | Art Due: 9.21.18

JUNE

INSULATION DESIGN

A close look at how to design and specify materials for high-performing insulation systems.

Editorial: 4.2.18

Ad Close: 4.16.18 | Art Due: 4.23.18

DECEMBER

HUMAN RESOURCES AND BUSINESS MANAGEMENT

A look at how businesses are attracting and managing the best talent.

Editorial: 10.1.18

Ad Close: 10.15.18 | Art Due: 10.22.18

JULY

TOOLS AND RESOURCES

In this issue, we will look at resources and guides that can help with your system design.

Editorial: 5.1.18

Ad Close: 5.15.18 | Art Due: 5.22.18

ANNUAL BUYER'S GUIDE

Insulation Products and Providers

THE PURCHASING GUIDE FOR INSULATION

A listing of NIA members and their products and services. Both members and non-members can place product advertisements.

Ad Close: 10.15.18 | Art Due: 10.22.18

Digital Opportunities



NIA Members, Manufacturers, Distributors, Fabricators, Contractors, and Metal Building Laminates

NIA News Digital Edition

In the digital edition, banner ads, belly bands, and full-page ads are available and limited to one per issue. The fully digital, mobile-friendly digital edition, which is sent 5 times a year, is an excellent way to reach insulation industry professionals. Reach out to readers directly with a video ad, animation, audio experience, banner ad, belly band, or full-page ad.

Frequency: 5x Annually

Rates: Starting at \$500 per ad

Specs: Full page: 8.5 x 11 inches
Banner Ad: 540 x 90 pixels

NIA News Email Blasts

Each issue is emailed to NIA members and banner advertising and native content ads are available. The Digital Edition of *NIA News* allows advertisers to engage in high-tech ads like animation, video, audio clips, and more!

Frequency: 5x Annually

Rates: Starting at \$500 per ad

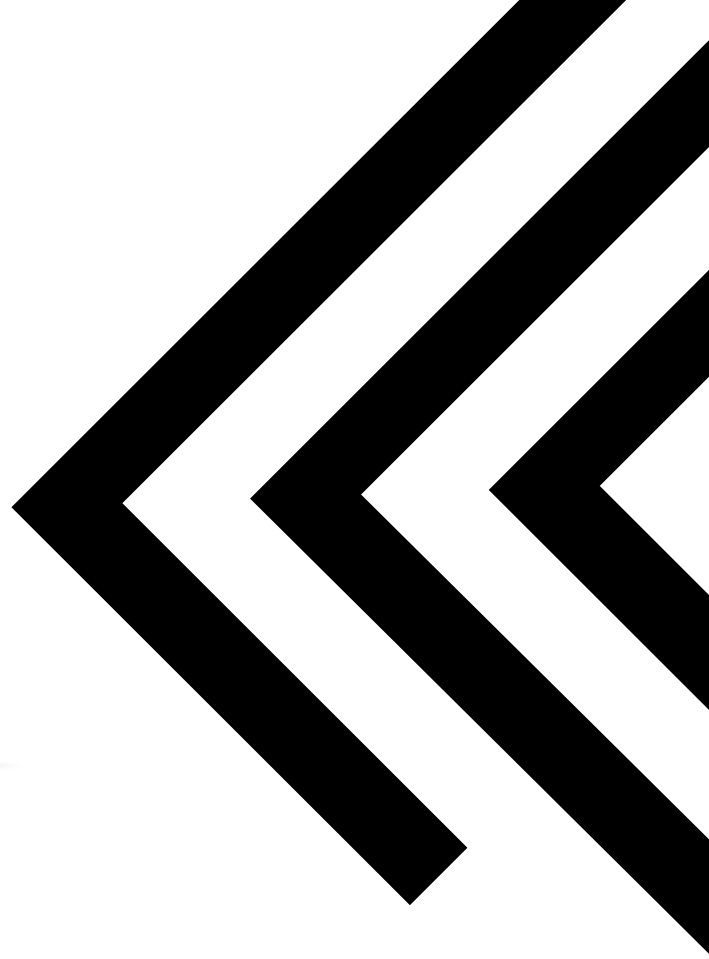
Specs: Banner ad: 590 x 120 pixels; in-text native ads, 300 x 248 pixels; other options available

NIA 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.

www.InsulationOutlook.com



Engineers, Specifiers, and People with Insulation Purchase Power

www.InsulationOutlook.com

www.Insulation.org

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 square ads on www.InsulationOutlook.com and www.Insulation.org.

Permanent In-Article Advertisements!

Companies who author articles for *Insulation Outlook* can purchase a banner or promo box advertisement to be placed in their articles permanently.

Rates: Starting at \$500 per ad

Specs: Square Ad: 300 x 250

Banner Ad: 970 x 250

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: Leaderboard: 560 x 112

Square Ad: 250 x 207

**Target your
audience with
a NIA digital
package!**

Advertising Packages

1274

PREMIER

PREFERRED

SELECT

Insulation Outlook & Buyer's Guide	Includes 11 issues of <i>Insulation Outlook</i> in 2018 at the 11-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.	Includes 6 issues of <i>Insulation Outlook</i> in 2018 at the 6-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.	Includes 3 issues of <i>Insulation Outlook</i> in 2018 at the 3-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.
Hot Links Ads	11 FREE <i>Insulation Outlook</i> issues of your choice.	4 FREE <i>Insulation Outlook</i> issues of your choice.	2 FREE <i>Insulation Outlook</i> issues of your choice.
One Year Online Advertiser Index <i>InsulationOutlook.com</i>	Company name, logo, expanded description, address, phone number, email, and a link to your website listed in the advertiser index on <i>www.InsulationOutlook.com</i> . MTL Product Catalog advertisers will also receive a link to their MTL information page.	Your company name, logo, description, address, phone number, email, and a link to your website in the advertiser index on <i>www.InsulationOutlook.com</i> . MTL Product Catalog advertisers will also receive a link to their MTL product information page.	Your company name, logo, description, address, and a link to your website in the advertiser index on <i>www.InsulationOutlook.com</i> . MTL Product Catalog advertisers will also receive a link to their MTL product information page.
Banner Ads for a Year	Your company logo on the <i>Insulation.org</i> and <i>InsulationOutlook.com</i> home pages.	Your company logo on the <i>InsulationOutlook.com</i> home page.	Your company logo on the <i>InsulationOutlook.com</i> home page.
MTL Advertiser Bonus	Customize your ad package with an additional perk of 5 pages on the online MTL Product Catalog for only \$1,000.	Customize your ad package with an additional perk of 5 pages on the online MTL Product Catalog for only \$1,500	Customize your ad package with an additional perk of 5 pages on the online MTL Product Catalog for only \$2,000
Social Media	Premium recognition on NIA's Facebook page or other social media, including advertiser appreciation tweets.	Enhanced recognition, which may include NIA's Facebook page or Twitter accounts.	
Recognition in E-News Bulletin	Recognition in our newsletter, which is sent to NIA members, strategic partners, and subscribers.	Select ANY advertising package and receive: <ul style="list-style-type: none"> Free editorial placement in <i>Insulation Outlook's</i> News Briefs and Product Focus columns. Include press releases, new products, and insulation-related news to editor@insulation.org for possible complimentary publication in <i>Insulation Outlook</i>. Free print Hotlinks—quantity is based upon your package level. Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the <i>NIA Buyer's Guide</i>. Free online logo and contact information posted on <i>www.InsulationOutlook.com</i>. Free event recognition with your company logo on Advertiser Appreciation signage at the registration area at NIA's Fall Summit/Insulation Expo USA trade show and at NIA's Annual Convention. 10% discount for the 2018 MTL Product Catalog. Select packages receive other free promotion through NIA's print, digital, social media properties, and on-site event recognition at NIA events. 	
Email Advertising	Preference for the limited spots in NIA's email and digital ad space.		
Premier Mailings	Exclusive access to our <i>Insulation Outlook</i> audience. Send mailings or product samples to the <i>Insulation Outlook's</i> circulation list. Pricing is determined on a case-by-case basis. NIA must approve all mail advertisements.		
Premium Placement	Each month your ad will go in one of the first ad positions available. (Note: Cover positions and page 3 command a premium rate.)		

Product Spotlight and Tech Tools

Published in select print publications, like *Insulation Outlook's* State of the Industry double issue and the annual *Buyer's Guide*—the Tech Tools section highlights resources like mobile apps, calculators, software, and videos that buyers can use to better understand or purchase insulation products; the Product Spotlight ads feature details on one insulation material—space is limited. Bonus: NIA can design the ad for you!

Required:

- Company name
- Company logo
- 75-word product description
- One high resolution product or resource photo (depending on ad type)
- Contact information: web address and phone number

Rates: \$650 net. Only available in select issues.

Contractor Services

The Contractor Services highlights your company, location, and the services that you provide. Does not require outside design services.

Required:

- Company name
- Company logo
- Key personnel
- Specialty services
- Address and website

Rates: Available for NIA contracting members only. Starting at \$200 per ad.

Frequency	Per Ad /Net Annually
1 ad/1 issue	\$350 /\$350
3 ads/3 consecutive issues	\$300 /\$900
6 ads/6 consecutive issues	\$250 / \$1500
11 ads/11 consecutive issues	\$200 /\$2200

The MTL Product Catalog



How can you reach customers when they need products, but aren't sure what to buy? The MTL Product Catalog, the only online library of technical information for the insulation industry, is ideal for advertisers looking to reach customers at this critical point 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). It is the perfect place to upload logos, product data sheets, technical PDFs, videos, and other materials—influencing customers as they learn how to use products and helping them decide what to purchase.

Rates: Starting at \$2600

Hotlinks

Would you like to promote your website, calendar, or digital insulation tool? Hotlinks feature the image of your website or digital insulation resource along with a brief description and a link. They are available in every issue of *Insulation Outlook* magazine.

Rates: Frequency discount. Pricing on "Rates" page.

Video Advertising

The *NIA News* Digital Edition, Enewsletters, and the MTL Product Catalog offer locations where site visitors are already engaging with online media and seeking insulation knowledge. The MTL Product Catalog is the only online library of insulation technical information and allows companies to post material data safety sheets, marketing material, and installation videos—an ideal platform to share product offerings with ideal customers.

Buyer's Guide

Receive yearlong exposure when you advertise in the Annual Product and Membership Directory!

If you're looking for year-round constant exposure, NIA's *Buyer's Guide: Insulation Products & Providers*, is the perfect choice. This comprehensive guide has a complete listing of insulation products, accessories, and services from the entire insulation supply chain. Manufacturers, distributors, and contractor companies—and their products—are categorized by geographical region, specialty, and type. It is a depended upon resource for everyone in the building community. This ad purchase is required to receive the benefits of the Premier 12, Preferred 7, and Select 4 packages.

As an advertiser you will enjoy:

- 12 months of exposure;
- Your choice of ad size and color option;
- Your company's logo on the Advertiser Appreciation page in full color;
- Your company's logo in the Company Listing section (NIA members only); and
- Your company's contact information and website in the expanded Advertiser Index for quick reference for buyers.

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**	\$4,460/\$5,350	\$3,800/\$4,560	\$3,595/\$4,315	\$3,290/\$3,950	\$5,150/\$6,180
Full page**	\$3,060/\$3,670	\$2,560/\$3,070	\$2,485/\$2,980	\$2,380/\$2,855	\$3,355/\$4,025
Two-thirds page	\$2,715/\$3,255	\$2,285/\$2,745	\$2,245/\$2,900	\$2,140/\$2,570	\$3,060/\$3,672
One-half page	\$2,545/\$3,050	\$2,140/\$2,570	\$2,090/\$2,505	\$2,025/\$2,430	\$2,805/\$3,365
One-third page	\$2,370/\$2,840	\$1,990/\$2,390	\$1,945/\$2,335	\$1,850/\$2,220	\$2,620/\$3,145
One-quarter page	\$2,205/\$2,645	\$1,850/\$2,220	\$1,826/\$2,190	\$1,745/\$2,090	\$2,370/\$2,840
One-sixth page	\$1,940/\$2,325	\$1,625/\$1,950	\$1,590/\$1,910	\$1,515/\$1,820	\$1,890/\$2,270
Hot Links	\$800/\$960	\$675/\$810	\$647/\$775	\$605/\$726	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**	\$3,355/\$4,025	\$2,800/\$3,355	\$2,625/\$3,150	\$2,285/\$2,745	\$3,730/\$4,475
Full page**	\$865/\$2,240	\$1,560/\$1,870	\$1,485/\$1,780	\$1,360/\$1,635	\$1,945/\$2,335
Two-thirds page	\$1,515/\$1,820	\$1,278/\$1,535	\$1,225/\$1,472	\$1,135/\$1,360	\$1,595/\$1,915
One-half page	\$1,392/\$1,670	\$1,135/\$1,360	\$1,075/\$1,290	\$1,015/\$1,220	\$1,465/\$1,755
One-third page	\$1,170/\$1,405	\$990/\$1,185	\$921/\$1,105	\$845/\$1,015	\$1,245/\$1,490
One-quarter page	\$1,010/\$1,210	\$845/\$1,015	\$816/\$980	\$735/\$885	\$1,060/\$1,275
One-sixth page	\$750/\$900	\$625/\$750	\$590/\$705	\$515/\$685	\$880/\$1,055

Rates above reflect 25% off for NIA Active members, 15% agency discount, and 10% off for NIA Associate members.

Free Advertising for Package Advertisers

Please send press releases about your company, new products, and insulation-related news to 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 and 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.

Mechanical Requirements

MECHANICAL SPECS

Trim size: 8.25" x 10.875"

Method of printing: Web offset

Method of binding: Saddle stitch

Two-Page Spread Bleed	16.75" x 11.125"
Full-Page Bleed	8.375" x 11.125"
Two-Thirds Page Vertical	4.5625" x 9.75"
One-Half Island	4.5625" x 6.75"
One-Half Page Horizontal	7" x 4.75"
One-Third Page Vertical	2.1875" x 9.75"
One-Third Page Horizontal	4.5625" x 4.875"
One-Quarter Page Vertical	3.3125" x 4.75"
One-Sixth Page Vertical	2.1875" x 4.75"
One-Sixth Page Horizontal	4.75" x 2.1875"
Hot Links* Vertical	2.125" x 3"
Inserts (4 to 24 pages, excludes 6-page gatefold)	16.75" x 11.125"
Bellyband (printed on 50 or 60 lb. paper)	2.5-4.5" x 18-21"
Gatefold (6 or 8 pages)	8.375" x 11.125"

Width must be .25 narrower than trim. Insulation Outlook trim size is 8.25" x 10.875". Folded flap must be .125 narrower than covers.

Bind-in cards and blow-in cards are also available. For more information, contact Robert Glass.

GENERAL REQUIREMENTS AND FORMATS

- A high-resolution PDF/X-1a file is required for all ads.
- Colors must be CMYK. No ICC profiles, RGB, or Pantone colors.
- Resolution of all images must be at least 300 dpi. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials must be submitted without crop marks and full page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold).
- Flatten all layers and set transparency to highest setting.
- Ads must be suitable to print as is. NIA is not responsible for any errors in content.

Please note: Materials that do not meet the stated advertising specifications will be rejected. Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

PRODUCTION CONTACT

sendmyad@theygsgroup.com
The YGS Group
3650 West Market Street
York, PA 17404
Tel: +1 717 430 2245

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 submitted through the send my ad portal.

Upload your ad: <https://theygsgroup.sendmyad.com>

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.

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.

If you have questions about how to submit your ad, contact Rachel Rogers, Production Coordinator at rachel.rogers@theygsgroup.com.

ADVERTISING CONTACT

Contact Robert Glass at robert.glass@theygsgroup.com for pricing information and mechanical requirements.

MAILING INSTRUCTIONS

Send all contracts, insertion orders, and correspondence to:

Robert Glass or AJ Meyers
The YGS Group
3650 West Market Street
York, PA 17404
Tel: +1 717 430 2212
Fax: 717 825 2171

Become a Recognized Industry Expert

Become An Author

Share your expertise and help educate end users by becoming 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. Becoming an author is one of the best ways to establish your company as an expert in the industry. You'll instantly reach almost 12,000 subscribers, many of whom view *Insulation Outlook* as the "top" magazine in the industry. Authors can

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

also place permanent digital ads inside their online article for \$1000 to help readers find them and their products.

Not a Writer? No Problem!

At *Insulation Outlook*, we understand that not everyone enjoys writing. We can help you draft an article and share your insulation expertise with the world.

Articles

Insulation Outlook is NIA's forum for reaching and educating engineers, mechanical contractors, specifiers, facility and plant owners and managers, architects, and code officials. Potential article options include case studies, best practices, articles on system design and installation, and insulation products for both novice and knowledgeable readers. Email us at editor@insulation.org to participate.

Structure

- Topics can focus on any aspects of insulation for mechanical systems.
- Articles generally run from about 1000–3000 words.
- Images are encouraged.

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.

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 non-delivery 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.



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