

# Advertising Packages

# 1274

## PREMIER

## PREFERRED

## SELECT

<b>Insulation Outlook &amp; Buyer's Guide</b>	Includes <b>11 issues</b> of <i>Insulation Outlook</i> in 2018 at the 11-time rate, <b>and 1 ad</b> in <i>Buyer's Guide</i> at the current rate.	Includes <b>6 issues</b> of <i>Insulation Outlook</i> in 2018 at the 6-time rate, <b>and 1 ad</b> in <i>Buyer's Guide</i> at the current rate.	Includes <b>3 issues</b> of <i>Insulation Outlook</i> in 2018 at the 3-time rate, <b>and 1 ad</b> in <i>Buyer's Guide</i> at the current rate.
<b>Hot Links Ads</b>	<b>11 FREE</b> <i>Insulation Outlook</i> issues of your choice.	<b>4 FREE</b> <i>Insulation Outlook</i> issues of your choice.	<b>2 FREE</b> <i>Insulation Outlook</i> issues of your choice.
<b>One Year Online Advertiser Index</b> <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.
<b>Banner Ads for a Year</b>	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.
<b>MTL Advertiser Bonus</b>	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
<b>Social Media</b>	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.	
<b>Recognition in E-News Bulletin</b>	Recognition in our newsletter, which is sent to NIA members, strategic partners, and subscribers.	<b>Select ANY advertising package and receive:</b> <ul style="list-style-type: none"> <li>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 <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <i>Insulation Outlook</i>.</li> <li>Free print Hotlinks—quantity is based upon your package level.</li> <li>Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the <i>NIA Buyer's Guide</i>.</li> <li>Free online logo and contact information posted on <i>www.InsulationOutlook.com</i>.</li> <li>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.</li> <li>10% discount for the 2018 MTL Product Catalog.</li> <li>Select packages receive other free promotion through NIA's print, digital, social media properties, and on-site event recognition at NIA events.</li> </ul>	
<b>Email Advertising</b>	Preference for the limited spots in NIA's email and digital ad space.		
<b>Premier Mailings</b>	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.		
<b>Premium Placement</b>	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.