

Insulation Outlook Advertising Form

Submit this to ads@insulation.org

2018 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

Add MTL Product Catalog

6-time

3-time

1-time**

AD SCHEDULE*

_____ January

_____ August

_____ February

_____ September

_____ March

_____ October

_____ April/May**

_____ November

_____ June

_____ December

_____ July

_____ 2019 Buyer's Guide

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

Buyer's Guide Ad Placement (Please rank in order of preference)

Rate _____

_____ Member Company Listing (standard placement)

Applicable Premium _____

_____ Key Personnel

Member Discount* _____

_____ Service Charts

Gross _____

_____ Manufacturers Product Guide

Recognized Agency Discount _____

Total Due Per Insertion _____

AD PLACEMENT

Special Request _____

Page 3***

Page 5***

Page 7***

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 _____

NIA | National Insulation Association™

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 April/May issue are subject to a 10% premium when purchased at a 1-time frequency. Advertisers will receive a credit 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.