

# Add Digital to Your Package

## Choose our targeted audience to deliver your message We have the receptive audience you want. Why go anywhere else?

### Credible Source

Our members and readers turn to us as the Voice of the Industry.

### Opt-in Subscribers

Members have joined NIA to hear from us and subscribers have asked to receive this newsletter.

### Targeted Distribution

Advertise your product to those looking to design insulation systems or purchase products. That is why our readers are here.

### Affordable

We are a membership organization that wants to see each company grow. We offer many price points to help every budget.

## Digital Ad Package

Place your ad across all of our platforms.

### Social Media

A customized social media post to our Facebook and/or Twitter audiences.

**Frequency:** One time

### Email

A banner ad at the top of one E-News Bulletin

**Specs:** 560 x 112 pixels

**Frequency:** One time

### Web

One rotating rectangle ad

**Placement:** *InsulationOutlook.com* home page and on some sub pages

**Specs:** 300 x 250 pixels

**Frequency:** One time

**Package Rate:** Limited quantities

**P12, P7, S4 Package Advertiser**

**Monthly Rate:** \$1,250 per month

**Quarterly Rate:** \$3,000

**Annual Rate:** \$10,000

## Website Ad Package

Get your ad in front of both the NIA membership and engineers—you get all 3 spots!

### 1 *Insulation.org*

Rotating leaderboard on all sub pages

**Specs:** 468 x 60 pixels

**Placement:** One spot and advertisers rotate

### 2 *InsulationOutlook.com*

Rotating banner on home page

**Specs:** 978 x 250 pixels

### 3 *InsulationOutlook.com*

One rotating rectangle ad throughout the site

**Specs:** 300 x 250 pixels

**Placement:** Subpages

**Frequency:** Monthly

**Rate:** Each package includes the above spots at \$1,250 per month per package—3 total packages available per month.

**RECOMMENDATION:**

**P12, P7, S4 Package Advertiser**

**Monthly Rate:** *Insulation Outlook* print advertisers can add this on for \$1,000 per month

**Quarterly Rate:** \$3,000 and get a free social media post

**Annual Rate:** \$10,000 and get a free email banner ads and 2 social media posts.

## Have an article you want to promote?

Authors and their companies can now make their words go even further.

- Permanent author's ad mentioned above
- Customized social post
- Listing your article with the featured articles

**Author's Advertising Package Rate: \$3,000**

## Individual Ad Purchases

### Page Curl

**Exclusive opportunity!**

**Placement:** Run of both websites

**Specs:** 100 x 100 visible triangle, opening to a 400 x 400 pixel ad

**Monthly Rate:** \$1,500

**Quarterly Rate:** \$3,750

**Annual Rate:** \$12,000

### Rotating Banner Ad

**Rotating banner on top of home page**

**Placement:** *InsulationOutlook.com* home page and on some sub pages

**Specs:** 300 x 250 pixels

**Monthly Rate:** \$350

**Quarterly Rate:** \$325

**Annual Rate:** \$300

### Permanent Ads

**Permanent in-article advertisements!**

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

**Placement:** Available only to companies authoring articles (placed in their article)

**Specs:** 300 x 250 pixels

**Frequency:** Permanent

**Rates:** \$2,500 per ad