

Make a Big Splash!

Advertorials

Because sometimes an ad doesn't say enough!



We now offer advertisers a better way to promote their company and products. Purchase our advertorial option and explain your product line's benefits and recommended applications or share your company's milestones and branding.

◀ **Single page:** \$3,350
Two-Page Spread: \$4,890

Sponsored Content

Email publisher@insulation.org to find out more about our sponsored content options and how we strengthen your brand.

Contractor Services

Feature your company's services without the need for 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/\$1,500
11 ads/11 consecutive issues.....	\$200/\$2,200

Product Spotlight and Tech Tools

Published in *Insulation Outlook's* double issue and the annual *Buyer's Guide*—maximized exposure!

Product Spotlight—features one insulation material

Tech Tools—highlights mobile apps, calculators, software, and videos

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.

E-News Bulletin (ENB)

Type: Email

Frequency: Advertising monthly
Each month, NIA deploys E-News Bulletin (ENB) email blast to our members and subscribers, as well as emails related to special events and programs, such as Convention and Fall Summit.

Largest available email audience—members, regional organizations, and industry subscribers.

Top Leaderboard

Specs: 560 x 112 pixels

Rates: \$750 per ad

Sponsored content with square

Specs: 40 words, headline, link,

Square Ad: 250 x 207 pixels

Rates: Starting at \$1,000 per ad

Banner ad in publication

Specs: 560 x 112 pixels

Rates: \$600 per ad

Square ad

Specs: 250 x 207 pixels

Rates: \$500 per ad

Buyer's Guide

Yearlong exposure in a highly regarded and valued industry resource.

Lists insulation products, accessories, and services from the entire insulation industry supply chain—manufacturers, contractors, distributors, fabricators, and laminators.

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.