

Member Advertising Rates

FOUR COLOR	1X***	3X	6X	11X	BUYER'S GUIDE
MEMBER TYPE	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC
Two-page spread**	\$5,298/\$6,358	\$4,520/\$5,425	\$4,272/\$5,125	\$3,910/\$4,692	\$5,555/\$6,060
Full page**	\$3,630/\$4,359	\$3,040/\$3,651	\$2,950/\$3,540	\$2,828/\$3,394	\$3,985/\$4,783
Two-thirds page	\$3,222/\$3,868	\$2,727/\$3,258	\$2,666/\$3,202	\$2,545/\$3,055	\$3,636/\$4,364
One-half page	\$3,020/\$3,625	\$2,540/\$3,050	\$2,480/\$2,980	\$2,405/\$2,888	\$3,365/\$4,035
One-third page	\$2,813/\$3,470	\$2,370/\$2,844	\$2,313/\$2,773	\$2,197/\$2,636	\$3,110/\$3,737
One-quarter page	\$2,615/\$3,141	\$2,197/\$2,636	\$2,172/\$2,605	\$2,070/\$2,485	\$2,813/\$3,470
One-sixth page	\$2,303/\$2,763	\$1,930/\$2,318	\$1,889/\$2,268	\$1,803/\$2,162	\$2,248/\$2,697
Hot links	\$950/\$1,141	\$803/\$965	\$768/\$925	\$723/\$865	N/A

BLACK AND WHITE	1X***	3X	6X	11X	BUYER'S GUIDE
MEMBER TYPE	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC
Two-page spread**	\$3,990/\$4,788	\$3,323/\$3,985	\$3,121/\$3,747	\$2,717/\$3,258	\$4,434/\$5,318
Full page**	\$2,217/\$2,662	\$1,854/\$2,222	\$1,768/\$2,121	\$1,616/\$1,940	\$2,313/\$2,773
Two-thirds page	\$1,803/\$2,164	\$1,520/\$1,823	\$1,460/\$1,747	\$1,349/\$1,616	\$1,899/\$2,277
One-half page	\$1,657/\$1,985	\$1,350/\$1,616	\$1,278/\$1,530	\$1,207/\$1,450	\$1,737/\$2,085
One-third page	\$1,390/\$1,667	\$1,712/\$1,409	\$1,095/\$1,313	\$1,005/\$1,202	\$1,475/\$1,773
One-quarter page	\$1,202/\$1,440	\$1,005/\$1,202	\$970/\$1,162	\$875/\$1,050	\$1,265/\$1,515
One-sixth page	\$890/\$1,071	\$743/\$889	\$697/\$839	\$611/\$733	\$1,045/\$1,253

Discounts!

Recognized advertising agencies may qualify for an additional 15% discount. Please contact your ad sales rep at ads@insulation.org.

All ads are discounted for frequency. Buy more and save.

NIA members receive 10-25% off the non-member rate.

A 2% cash/check discount is offered when payment is made within 30 days.

Save even more with 18x and 24x packages!

Bundle print, email, and web ads with event sponsorships to save more.

Custom Advertising Packages Maximize Exposure

Want readers to walk away with more than a positive impression of your business? Consider these options:

- **Belly band:** Wrap your ad around the cover of the issue so that your message is the first thing readers see.
- **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.
- **Advertorials:** Need to say more about your product or its possible applications? Purchase editorial space for a product advertorial.

2019 Early Bird Bonus

Sign up by December 5, 2018 for your 2019 ad package and receive a free MTL Product Catalog listing!

Your bonus includes an online company description, logo, link to your membership directory listing, and 4-page product brochure. Upgrade your listing for \$1000 and get an additional 2 product brochures, 2 videos, and a link to your website posted online for all of 2019!

Non-Member Advertising Rates

FOUR COLOR	1X***	3X	6X	11X	BUYER'S GUIDE
Two-page spread**	\$7,065	\$6,025	\$5,697	\$5,212	\$8,160
Full page**	\$4,845	\$4,055	\$3,935	\$3,768	\$5,313
Two-thirds page	\$4,298	\$3,620	\$3,555	\$3,395	\$4,859
One-half page	\$4,030	\$3,388	\$3,308	\$3,207	\$4,495
One-third page	\$3,753	\$3,156	\$3,080	\$2,930	\$4,162
One-quarter page	\$3,490	\$2,929	\$2,895	\$2,763	\$3,753
One-sixth page	\$3,070	\$2,575	\$2,520	\$2,405	\$2,995
Hot links	\$1,268	\$1,070	\$1,025	\$960	N/A

BLACK AND WHITE	1X***	3X	6X	11X	BUYER'S GUIDE
Two-page spread**	\$5,318	\$4,430	\$4,162	\$3,621	\$5,909
Full page**	\$2,955	\$2,470	\$2,354	\$2,157	\$3,080
Two-thirds page	\$2,405	\$2,025	\$1,945	\$1,798	\$2,530
One-half page	\$2,207	\$1,780	\$1,702	\$1,611	\$2,318
One-third page	\$1,855	\$1,565	\$1,460	\$1,339	\$1,970
One-quarter page	\$1,600	\$1,340	\$1,293	\$1,167	\$1,682
One-sixth page	\$1,190	\$990	\$935	\$815	\$1,395

2019 Early Bird Bonus

Sign up by December 5, 2018 for your 2019 ad package and receive a free MTL Product Catalog listing!

Your bonus includes an online company description, logo, link to your membership directory listing, and 4-page product brochure. Upgrade your listing for \$1,000 and get an additional 2 product brochures, 2 videos, and a link to your website posted online for all of 2019!

Rates are discounted based upon frequency so you can promote your company often.

Ask us about our first time advertiser promotions!

A 2% cash/check discount is offered. Not all advertisers qualify for the rates and discounts shown. To qualify for all NIA bonus programs, all ads must run during the 2019 calendar year. To qualify for the membership discount, you must have NIA membership in good standing through 2019 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 a 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.