

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: 970 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