

# 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 Twitters 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

# NIA Event Sponsorship

NOW EVEN MORE WAYS TO GET RECOGNITION

## Convention

### Contractor Recognition Package (\$1,000)

Must be a contractor member to qualify for this package.

Limited to 5 opportunities.

- Company recognition and “thank you” acknowledgment in the on-site Convention program and *NIA News* post-event article.
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions.
- One Contractor Services ad in the Convention double issue of *Insulation Outlook* magazine (*ad highlights your company, location, and the services you provide, and is designed by NIA*).

### Website Sponsorship

Place your ad on the event web pages for 1–3 months (\$1,000–\$3,000). Select locations and opportunities are limited. Act today for maximum results.

### Event and *Insulation Outlook* Sponsorship

Maximize your branding to attendees:

- Place your ad in the Convention issue or polybag your brochure to all or part of the circulation list.
- One Top Banner Ad 560 x 112 pixels (\$700) in the Convention email blast.
- Online company logo sponsor recognition.
- Company recognition in the on-site Convention program.

### Event Sponsorship Digital Opportunities

#### Website and Email: 3 months (\$4,000)

Opportunity includes a website ad and 2 top banner ads.

#### Event Email Sponsorships

All sponsorships opportunities include a link to your company’s website (opportunities are available on a first-come, first-served basis). There are multiple general and targeted email options.

- Top Banner Ad: 560 x 112 pixels—\$750
- Square Banner Ad: 250 x 207 pixels—\$500
- Native Text Ad: Square Image—\$800
- Bottom Banner Ad: 560 x 112 pixels—\$500
- Exclusive Email Sponsor: Top Banner Ad and Square Banner Ad—\$1,500
- Targeted Attendee Email Top Banner Ad: 560 x 112 pixels—\$1,000 (You must be a Convention Package Sponsor to purchase this opportunity.)

#### Email Statistics

- NIA’s open rate is significantly higher than the industry average of 20% open rates and 8% click-through rates.
- The 2018 Post-event attendee email open rate was 62% and the click rate was 66%.
- The pre-event attendee email open rate was 60% and click rate was 62%.
- The first 2018 Convention eblast had a 28% open rate and 14% click rate.
- The 5 Convention promo e-blasts averaged a 23% open rate and 12% click rate.

## Fall Summit

### Attendees

Highly curated, exclusive audience, great opportunity for a personalized message to a very active group of industry readers.

### Sponsorship Opportunities

- Fall Summit Event Sponsor
- Keynote Presentation and Luncheon Sponsor
- Keynote Presentation and Breakfast Sponsor
- Network Social Hour Sponsor
- Hotel Key Card Sponsor

## NIA Convention and Fall Summit Email Communications

NIA’s email communications offer an affordable and convenient way to reach NIA members through the publications they read to stay up to date on association and industry news. Position your company as an industry leader and promote your brand to our members! NIA is the voice of the insulation industry. Sponsoring one of NIA’s emails is an affordable and effective way to position yourself as an industry leader to our audience. Since these emails target attendees, the open rate is as high as 90%!

**These communications go out to all of NIA’s event attendees—due to highly targeted nature of these emails, open rates can be as high as 90% (the industry average is 26%).**

**Frequency:** Varies

**Contact:** [events@insulation.org](mailto:events@insulation.org) for rates and specs

Email [events@insulation.org](mailto:events@insulation.org) for these opportunities.

# 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](mailto: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.