

# Add Digital to Your Package

## E-News Bulletin (ENB)

**Type:** Email

**Frequency:** Advertising monthly

Each month, NIA deploys an *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

## Authors

**Have an article you want to promote?**

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

- Permanent digital ad, 300 x 250 pixels, displayed in your online article
- Customized social media post promoting the online article
- Customized link to your article for your company's marketing promotions

**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 some subpages

**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

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

## Website Ad Package

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

### *Insulation.org*

Rotating leaderboard on all subpages

**Specs:** 468 x 60 pixels

**Placement:** 1 spot and advertisers rotate

### *InsulationOutlook.com*

Rotating banner on home page

**Specs:** 970 x 250 pixels

### *InsulationOutlook.com*

1 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 package on for \$1,000 per month.

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

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

## 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:** 1 time

### Email

A banner ad at the top of an *E-News Bulletin*

**Specs:** 560 x 112 pixels

**Frequency:** 1 time

### Web

1 rotating rectangle ad

**Placement:** *InsulationOutlook.com* home page and some subpages

**Specs:** 300 x 250 pixels

**Frequency:** 1 time

**Package Rate:** Limited quantities

### **P12, P7, S4 Package Advertiser**

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

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

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

# NIA Event Sponsorship

EVEN MORE WAYS TO GET RECOGNITION

## Annual Convention

### Hotel Key Card and Key Card Sleeve Sponsor (\$5,000)

Your logo can be the first thing Annual Convention attendees see when they check in at the hotel, and their key cards will be a constant reminder of your company every time they enter their rooms.

- Branded key card and key card sleeves, front side, full color
- Logo recognition on event website and on-site signage
- Verbal and PowerPoint recognition during the opening keynote session
- Company name and logo included on scrolling PowerPoint slides during the keynote sessions
- Recognition and “thank you” acknowledgement in the app and *NIA News* post-event article

### 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
- 1 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 19% open rates and 7% click-through rates.**
- **NIA's 2019 post-event attendee email open rate was 63% and click rate was 50%.**
- **NIA's pre-event attendee email open rate was 79% and click rate was 68%.**
- **The first 2019 Convention eblast had a 26% open rate and 14% click rate.**
- **The 6 Convention promotional emails averaged 30% open rate and 13% click rate.**

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

## Fall Summit

### Attendees

Highly curated, exclusive audience, and a great opportunity for a personalized message to reach an 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's Annual 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

# Make a Big Splash!

## 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 serve every budget.

### Audience

Reach the buyers interested in insulation products and information.

## 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.

**NIA can design the ad for you**

### Required:

- Company name
- Key personnel
- Address and website
- Company logo
- Specialty services

**Rates:** Available for NIA contractor 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

## 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

**2-Page Spread:** \$4,890

## Buyer's Guide

**Buyer's Guide: Insulation Products & Providers—year-long 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.