

2020 Insertion Order

ADVERTISER

Company _____ Contact _____
 Address _____
 City _____ State _____ ZIP _____ Country _____
 Phone _____ Fax _____
 Email _____ Website _____

NIA Member Non-member

Agency _____
 Contact _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____ Fax _____ Email _____

PRINT AD FREQUENCY

Premier 12 Advertiser (P12) Select 4 Advertiser (S4) 18-time
 Preferred 7 Advertiser (P7) 24-time 11-time

DIGITAL AD FREQUENCY

Web Annual Web Quarterly Web Monthly
 Email Banner Ad Email Top Leaderboard Email Content and Image Ad

PRINT AND DIGITAL AD SCHEDULE

_____ January _____ August
 _____ February _____ September
 _____ March _____ October
 _____ April/May** _____ November
 _____ June _____ December
 _____ July _____ 2021 Buyer's Guide

HOT LINK SCHEDULE

_____ January _____ August
 _____ February _____ September
 _____ March _____ October
 _____ April/May** _____ November
 _____ June _____ December
 _____ July _____

FREE HOT LINKS

P12 picks 11
 P7 picks 4
 S4 picks 2

PRINT AND DIGITAL AD TYPES

4-color Black only
 _____ Full Page _____ 1/3 Page Vertical
 _____ 2 Page Spread _____ 1/4 Page Vertical
 _____ Brochure Insert _____ 1/6 Page Ad
 _____ 2/3 Page Vertical _____ Hot Links
 _____ 1/2 Page Horizontal _____ Page Curl

AD PLACEMENT

Special Request***

 Inside Front Cover
 Inside Back Cover
 Outside Back Cover

RATE INFORMATION

Bill Advertiser Bill Agency

	Magazine	Buyer's Guide	Digital****	Buyer's Guide Ad Placement (Please rank in order of preference)
Rate	_____	_____	_____	_____ Member Company Listing
Applicable Premium	_____	_____	_____	_____ Key Personnel
Member Discount*	_____	_____	_____	_____ Service Charts
Gross	_____	_____	_____	_____ Manufacturer Product Guide
Recognized Agency Discount	_____	_____	_____	
Total Due Per Insertion	_____	_____	_____	

REQUEST RATE INFORMATION

_____ Inserts _____ Blow-in Cards _____ Convention Sponsorships _____ Tipped-in Brochures
 _____ Belly bands _____ Bind-in Inserts _____ Gatefolds (6 and 8 pages) _____ Other Specialty Ads

AUTHORIZED SIGNATURES

Company/Agency _____ Date _____
 Insulation Outlook _____ Date _____



By signing this insertion order, the agency/advertiser agrees to the publisher's policies. Advertisement and bonus program package cancellations are subject to a termination fee.

* Membership must be active at the time of placement and insertion.

** Ads in the April/May issue are subject to a 10% premium when purchased at a 1-time frequency. Advertisers will receive a rebate if they purchase subsequent ads.

*** May be subject to a 10% premium, and consent from the publisher is required. Requested pages may not be available every issue but will be accommodated when possible.

**** Pre-payment is required for all digital ads.