

## Elevating the Impact of Insulation

The Evolution of Commercial Building Codes, p. 8

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RECESSION READINESS: Protect Your Business, p. 34

TAX PREPAREDNESS: 5 Tips, p. 44

DRUG TESTING: Learn About CBD Oil, p. 40

DO YOU LIKE FOOD AND BEER? Then You Should Appreciate Insulation, p. 8, 24, 30

SYSTEMS SIMPLIFIED: p. 18

## THE STATE OF the INDUSTRY ASSESSMENT

PREDICTIONS AND GUIDANCE FROM OUR EXPERTS

# Insulation Outlook® Magazine

# MEDIA PLANNING KIT



Our Audience Is **ENGINEERS AND CONTRACTORS** Who Are Searching for Insulation Products and Information

SHADOW BOARD of Younger Employees pg. 18

NIA's Biennial Industry Survey p. 8  
Patriotic Projects and Products p. 18 and 22  
Premier Industry Manufacture p. 24

Insulation Outlook magazine is written by insulation experts for engineers, specifiers, and contractors to educate them on products and best practices for mechanical insulation systems in both commercial facilities and industrial plants.

# Insulation Outlook Magazine

## AUDIENCE: THE ONLY MAGAZINE ENGINEERS READ FOR MECHANICAL INSULATION

**Insulation Outlook magazine distinguishes itself from small regional association newsletters, construction magazines, and engineering magazines through its focus on technical and feature insulation articles for a primary audience consisting of engineers, architects, building owners, mechanical insulation contractors, and others who make decisions about specifying or purchasing insulation.**

### Readership Demographics

Surveys of *Insulation Outlook* readers prove time and again that our readers trust our magazine and use it to guide purchasing decisions, train personnel, and design and specify insulation systems. See the graphs at right for a better breakdown of our subscriber base. Your NIA sales manager can share additional statistics and reader quotes.

#### KEY DECISION MAKERS:

- Architects
- Building Inspectors
- Consulting Engineers
- Energy/Environmental Engineers
- Insulation Contractors
- Insulation Fabricators
- Maintenance Engineers
- Mechanical Contractors
- Mechanical Engineers
- NIA Member Company Representatives
- Plant Owners & Managers
- Specifying Engineers

#### KEY INDUSTRIES:

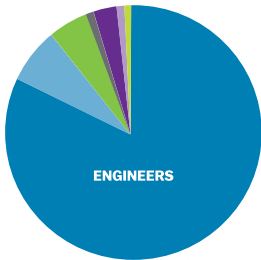
- Chemical
- Commercial
- Food Processing
- Gas Processing
- Institutional
- Petroleum
- Power
- Pulp and Paper
- Utilities

**Subscribers: 11,500  
Readership: 30,000**

**90%** used products featured in *Insulation Outlook* for their projects and/or specifications.

**78%** of *Insulation Outlook* readers are involved in purchasing.

**Primary Occupation of Subscribers:  
84%  
Insulation End Users**



- **ENGINEERS 82%**
- Mechanical Contractors **7%**
- Facility/Plant Managers or Owners **5%**
- Building Inspectors **1%**
- Architects **3%**
- Energy/Code Officials **1%**
- Academics **1%**

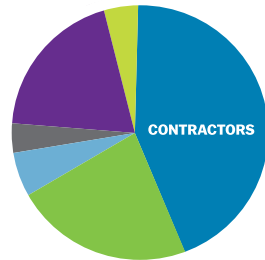
**Insulation Outlook Circulation:**

**84%** Insulation End Users

**14%** NIA Members

**2%** Other (complimentary and paid)

**Secondary Audience of Magazine:  
14%  
NIA Members**



- **CONTRACTORS 44%**
- Distributors **22%**
- Fabricators **6%**
- Laminators **4%**
- Manufacturers **20%**
- Other Categories **4%**

### CIRCULATION BREAKDOWN OF PRIMARY INDUSTRY

**44%**  
Commercial

**29%**  
Industrial

**12%**  
Utilities

**9%**  
Institutional

**6%**  
Government Agencies

# 2021 Editorial Offerings

Engineers and NIA members are encouraged to share their expertise on the following topics as they relate to the insulation industry. Article submissions on insulation are welcome for every issue.

### January 2021

**Editorial:** Forecasting 2021  
**Editorial Due:** 11.1.20  
**Ad Space and Materials:** 12.1.20

### February 2021

**Editorial:** The Value of Insulation  
**Editorial Due:** 12.1.20  
**Ad Space and Materials:** 1.1.21

### March 2021

**Editorial:** Business, Legal, and Safety  
**Editorial Due:** 1.1.21  
**Ad Space and Materials:** 2.1.21

### April 2021

**Editorial:** Captains of Industry  
**Editorial Due:** 2.1.21  
**Ad Space and Materials:** 3.1.21

### May 2021

**Editorial:** Insulation the Forgotten Technology  
**Editorial Due:** 3.1.21  
**Ad Space and Materials:** 4.1.21

### June 2021

**Editorial:** Building Envelope and Metal Buildings  
**Editorial Due:** 4.1.21  
**Ad Space and Materials:** 5.3.21

### July 2021

**Editorial:** Commercial Insulation Systems  
**Editorial Due:** 5.3.21  
**Ad Space and Materials:** 6.1.21

### August 2021

**Editorial:** Marie Systems  
**Editorial Due:** 6.1.21  
**Ad Space and Materials:** 7.1.21

### September/October 2021

**Editorial:** State of the Industry  
**Editorial Due:** 7.1.21  
**Ad Space and Materials:** 8.2.21

### November 2021

**Editorial:** Industrial Insulation Systems and Coatings  
**Editorial Due:** 9.1.21  
**Ad Space and Materials:** 10.1.21

### December 2021

**Editorial:** Preparing for the Future: Technology and the Insulation Industry  
**Editorial Due:** 10.1.21  
**Ad Space and Materials:** 11.1.21

### 2022 Buyer's Guide: Insulation Products & Providers

NIA's Annual Product Purchasing Guide and Membership Directory  
**Ad Space and Materials:** Fall 2021



# New Digital Opportunities for 2021

## Ad Retargeting

Retargeting campaigns allow you to deliver your banner or video ads to NIA's website visitors after they have left the website, as they are surfing their favorite news, entertainment, lifestyle, and business sites. When your banners are placed in our retargeting program, your ads "follow" our visitors while they perform Google searches and visit other partner websites within Google's expansive Search and Display Networks. Google Search is the gold standard of internet search engines. The Google Display Network reaches 90% of internet users worldwide and includes more than 2 million publishers, including websites like *nytimes.com* and *weather.com* and Google-owned websites like Gmail, Blogger, and YouTube and more.

Retargeting is a cookie-based technology that uses a simple Javascript code to target your audience across the web and on social media, allowing us to serve your ads to qualified users that have visited the NIA website.

You provide your campaign budget and your ads will run until contracted impressions are met. Submitting all 5 ad sizes requested will provide the highest placement rate and allow the system to best optimize your ad campaign for performance. Keep the message simple and the text as large and easy-to-read as possible.

### From the advertiser:

#### Banners

Display banners for both desktop and mobile in all of these sizes:

- 300x50
- 300x250
- 300x600
- 320x50
- 728x90

#### Video

- MP4
- 15-30 second video

Materials need to be to YGS at least two weeks prior to the campaign starting. (Pixel needs placed on the website two weeks prior to build the list of visitors who will be served the ads.)

#### Pricing

**Display Ad:** \$25 CPM

**Video:** \$65 CPM

**Minimum order:** 100,000 impressions

## NIA Sponsored Content Package

Advertisers are now able to post a white paper or sponsored content to a private webpage on NIA's website. This package also included digital ads to drive readers and traffic to their content.

Reach insulation end users through sponsored content promoted across NIA's digital platforms!

- **Insulationoutlook.com and/or Insulation.org**

Provide NIA with copy, photos and links and they'll take care of creating a page to host the content. This page will be promoted on the Insulation Outlook website homepage and banner on NIA's main website.

- **Social media**

Two Facebook and Twitter posts sent from each NIA account (@NIAInfo and @InsulationInfo). One at the beginning of the month and a reminder in the middle of the month.

- **ENB**

Feature your sponsored content in both sends of ENB with a short blurb directed to NIA's host page.

## Material Requirements

### From the advertiser:

- 600–800 words of content
- 2 images
- URL to link back to advertiser's website
- 20 –30 words of content for ENB promotion
- Company logo

**Price Suggestion From YGS:** \$5,000

### Case studies

# Add Digital to Your Print Package

## E-News Bulletin (ENB)

**Type:** Email

**Frequency:** Twice a month

Each month, NIA deploys 2 ENB email blasts to our members and subscribers, as well as emails related to special events and programs, such as the Spring Summit and member Convention.

**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

**Add your company's digital ad into your digital article posting**

**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 website

**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

# Free Benefits for Our Frequent Partners

## Choose Our 2021 Advertising Packages and Receive FREE Benefits

	<b>PREMIER 12</b>	<b>PREFERRED 7</b>	<b>SELECT 4</b>
<b>Insulation Outlook &amp; Buyer's Guide</b>	Includes 11 issues of <i>Insulation Outlook</i> in 2021 at the 11-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.	Includes 6 issues of <i>Insulation Outlook</i> in 2021 at the 6-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.	Includes 3 issues of <i>Insulation Outlook</i> in 2021 at the 3-time rate, and 1 ad in <i>Buyer's Guide</i> at the current rate.
<b>Print Hot Links Ads</b>	11 FREE in all <i>Insulation Outlook</i> issues.	4 FREE in the <i>Insulation Outlook</i> issues of your choice.	2 FREE in the <i>Insulation Outlook</i> issues of your choice.
<b>Editorial Space</b>	Free editorial placement in <i>Insulation Outlook's</i> News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <i>Insulation Outlook</i> .	Free editorial placement in <i>Insulation Outlook's</i> News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <i>Insulation Outlook</i> .	Free editorial placement in <i>Insulation Outlook's</i> News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email <a href="mailto:editor@insulation.org">editor@insulation.org</a> for possible complimentary publication in <i>Insulation Outlook</i> .
<b>Print Recognition</b>	Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the NIA <i>Buyer's Guide</i> .	Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the NIA <i>Buyer's Guide</i> .	Free print logo recognition placed on the Advertiser Appreciation pages in <i>Insulation Outlook</i> and the NIA <i>Buyer's Guide</i> .
<b>1 Year Online Advertiser Index <i>InsulationOutlook.com</i></b>	Your company name, logo, expanded description, address, phone number, email, and a link to your website listed in the advertiser index on <a href="http://www.InsulationOutlook.com">www.InsulationOutlook.com</a> .	Your company name, logo, description, address, phone number, email, and a link to your website in the advertiser index on <a href="http://www.InsulationOutlook.com">www.InsulationOutlook.com</a> .	Your company name, logo, description, address, and a link to your website in the advertiser index on <a href="http://www.InsulationOutlook.com">www.InsulationOutlook.com</a> .
<b>Online Logos</b>	Your company logo on the <i>Insulation.org</i> and <i>Insulation Outlook.com</i> home pages.	Your company logo on the <i>InsulationOutlook.com</i> home page.	Your company logo on the <i>InsulationOutlook.com</i> home page.
<b>NIA Events</b>	Free event recognition with your company logo at NIA's Spring Summit and NIA's Annual Convention.	Free event recognition with your company logo at Spring Summit and NIA's Annual Convention.	Free event recognition with your company logo at Spring Summit and NIA's Annual Convention.
<b>Social Media</b>	Premium recognition on NIA's Facebook page or other social media, including advertiser appreciation tweets.	Enhanced recognition, which may include NIA's Facebook page or Twitter accounts.	<b>Add one of our digital packages to your program!</b>
<b>Email Advertising</b>	Recognition in our newsletter, sent to NIA members, strategic partners, and subscribers.	<b>Early Bird Bonus</b> Sign up by December 1, 2020, for your 2021 ad package and receive 50% off 1 <i>E-News Bulletin</i> or page curl digital ad for 1 month.	
<b>Digital Preference</b>	Preference for the limited spots in NIA's email and digital ad space.		
<b>Premium Placement</b>	Each month your ad will go in one of the first ad positions available. (Note: Cover positions and page 3 command a premium rate.)	<b>SIGN UP TODAY!</b> <a href="mailto:ads@insulation.org">ads@insulation.org</a>	

# Member Advertising Rates

## Rates for all 2021 Advertising and the 2022 Buyer's Guide

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

4 COLOR	1X***	3X	6X	11X	2022 BUYER'S GUIDE
MEMBER TYPE	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC
Full page**	\$3,666/\$4,403	\$3,070/\$3,688	\$2,980/\$3,575	\$2,856/\$3,428	\$4,025/\$4,831
Two-thirds page	\$3,254/\$3,907	\$2,754/\$3,291	\$2,693/\$3,234	\$2,570/\$3,086	\$3,672/\$4,408
One-half page	\$3,050/\$3,661	\$2,565/\$3,081	\$2,505/\$3,010	\$2,429/\$2,917	\$3,399/\$4,075
One-third page	\$2,841/\$3,504	\$2,394/\$2,872	\$2,336/\$2,801	\$2,219/\$2,632	\$3,141/\$3,774
One-quarter page	\$2,641/\$3,171	\$2,219/\$2,662	\$2,194/\$2,631	\$2,091/\$2,510	\$2,841/\$3,505
One-sixth page	\$2,326/\$2,791	\$1,949/\$2,341	\$1,908/\$2,291	\$1,821/\$2,184	\$2,270/\$2,724
Hot links	\$960/\$1,152	\$811/\$975	\$776/\$934	\$730/\$874	N/A
2-page spread**	\$5,351/\$6,422	\$4,565/\$5,479	\$4,315/\$5,176	\$3,949/\$4,739	\$5,611/\$6,121

## 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.

## Savings!

NIA members receive 10–25% off the non-member rate (member-discounted rate shown above).

An additional discount is offered when a check 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.

## Early Bird Bonus

Sign up by December 1, 2020, for your 2021 ad package and receive 50% off 1 *E-News Bulletin* or page curl digital ad for 1 month.

# Non-Member Advertising Rates

**Non-Members: Join NIA to receive 10–25% off each ad!**

4 COLOR	1X***	3X	6X	11X	2022 BUYER'S GUIDE
Full page**	\$4,893	\$4,096	\$3,974	\$3,806	\$5,366
Two-thirds page	\$4,341	\$3,656	\$3,591	\$3,429	\$4,908
One-half page	\$4,070	\$3,422	\$3,341	\$3,239	\$4,540
One-third page	\$3,791	\$3,188	\$3,111	\$2,959	\$4,204
One-quarter page	\$3,525	\$2,958	\$2,924	\$2,791	\$3,791
One-sixth page	\$3,101	\$2,601	\$2,545	\$2,429	\$3,025
Hot links	\$1,281	\$1,081	\$1,035	\$970	N/A
2-page spread**	\$7,136	\$6,085	\$5,754	\$5,264	\$8,242

**ASK ABOUT OUR DEALS FOR NEW ADVERTISERS!**



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

A 2% 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 2021 calendar year. To qualify for the membership discount, you must have NIA membership in good standing through 2021 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:** Black and white available upon request.

## Early Bird Bonus

Sign up by December 1, 2020, for your 2021 ad package and receive 50% off 1 *E-News Bulletin* or page curl digital ad for 1 month.



# Mechanical Requirements

## MECHANICAL SPECS

**Trim size: 8.25" x 10.875"**

**Method of printing: Web offset**

**Method of binding: Saddle stitch**

2-Page Spread Bleed	16.75" x 11.125"
Full-Page Bleed	8.375" x 11.125"
Two-Thirds Page Vertical	4.5625" x 9.75"
One-Half Island	4.5625" x 6.75"
One-Half Page Horizontal	7" x 4.75"
One-Third Page Horizontal	2.1875" x 9.75"
One-Third Page Vertical	4.5625" x 4.875"
One-Quarter Page Vertical	3.3125" x 4.75"
One-Sixth Page Vertical	3.3125" x 4.75"
One-Sixth Page Horizontal	4.75" x 2.1875"
Hot Links* Vertical	2.125" x 3"
Inserts (4 to 24 pages, excludes 6-page gatefold)	16.75" x 11.125"
Bellyband (printed on 50-60 lb. paper)	2.5-4.5" x 18-21"
Gatefold (6 or 8 pages)	8.375" x 11.125"

Width must be .25 narrower than trim. *Insulation Outlook* trim size is 8.25" x 10.875". Folded flap must be .125 narrower than covers. Bind-in cards and blow-in cards are also available.

For more information, contact [ads@insulation.org](mailto:ads@insulation.org).

## GENERAL REQUIREMENTS AND FORMATS

- A high-resolution PDF/X-1a file is required for all ads.
- **Colors must be CMYK.** No ICC profiles, RGB, or Pantone colors.
- Resolution of all images must be at least 300 dpi. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials must be submitted without crop marks, and full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font Adobe® Garamond Bold).
- Flatten all layers and set transparency to highest setting.
- Ads must be suitable to print as is. NIA is not responsible for any errors in content.

**Please note:** Materials that do not meet the stated advertising specifications will be rejected. Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

**Insulation Outlook Magazine**  
[ads@insulation.org](mailto:ads@insulation.org)

**All ads must match the correct specs. Ads that do not conform to *Insulation Outlook* sizes will be corrected, refused, or replaced with the company's previous ad. Advertisers are responsible for all fees incurred as the result of incorrect ads and may be subject to additional fees if previous ad published was larger. *Insulation Outlook* is not responsible for any issues that arise from ad corrections.**

## INSERTS

**Rates:** Each insert counts as 1 insertion toward earned rate. Binding the insert is included in the price. Tipping will incur additional charges. Based on the type of insert or finishing requested, other fees may apply. Proof and specs must be submitted to determine pricing.

**Weight:** Inserts can range from 60- to 100-pound offset stock, coated or uncoated.

**Format:** Inserts can be printed for you at an additional fee. They can also be provided by the advertiser in finished form, printed, folded, and ready for binding in sufficient quantity to meet press run of target issue. A sample must be provided to publisher 30 days prior to publication. Inserts are jog to the head, and an additional 1/8" trim is taken. Live area should begin 1/4" below the top of the insert.

## POLICIES

Artwork must be submitted through the send my ad portal (upload your ad: <https://theygsgroup.sendmyad.com>). *Insulation Outlook* is not responsible for ad corrections, and any corrections made are at the advertiser's expense. If corrections or changes are made after the material close date, late fees are applicable.

No ad or contract changes will be accepted after the ad material close date unless the substituted ad is of like size and color. If new materials are not submitted by the material close date for the contracted issue, the previous advertisement will be repeated and the cost billed will be according to the ad that was published, regardless of insertion order. Any materials submitted or changed after the material close date are subject to a late fee. Ads must match trim size.

If you have questions about how to submit your ad, contact the YGS Production Coordinator at [sendmyad@theygsgroup.com](mailto:sendmyad@theygsgroup.com).

## PRODUCTION CONTACT

[sendmyad@theygsgroup.com](mailto:sendmyad@theygsgroup.com)  
The YGS Group  
3650 West Market Street  
York, PA 17404  
Phone: 717-430-2245

## ADVERTISING CONTACT

Contact [ads@insulation.org](mailto:ads@insulation.org)

# Publisher's Policies

## CONTRACT RATES

All advertising sold to run in the 2021 calendar year must pay the 2021 rates. There are no exceptions.

Contract rates are based on the total number of insertions used within a calendar year. Advertising schedules composed of multiple space units are entitled to the frequency rate for each unit. Advertorials are 1 unit. However, if advertiser submits 2 1/2-page ads instead of a full-page ad, publisher will charge for the cost of 2 1/2-page ads, not a full page—even if the ads are stacked on 1 full page.

Advertisers will be short-rated if they fail to use the number of insertions upon which their discount rate is based. Advertisers will be rebated if, within the same calendar year, they have used sufficient space to warrant a lower rate.

If an ad supplied is different than the contracted space, advertiser will be billed at the higher rate (i.e., if a 1/3-page ad was contracted, but publisher was provided with a 1/4-page ad, the 1/3-page ad will be billed).

## APPLICABILITY

All advertising submitted to NIA is subject to NIA's Publications C-3 Policy. The terms and conditions contained herein apply to all advertising orders and, without limiting the applicability to the foregoing, shall be incorporated by reference into any insertion order, copy instruction, letter, invoice, or any other sales document. Any additional or different terms or conditions proposed by advertisers or advertising agencies are objected to and are hereby rejected. Advertiser and agency hereby assent to and shall be bound by each and every term and condition set forth herein, notwithstanding and irrespective of any terms and conditions in advertiser's or agency's insertion order, copy instruction, letter, or other purchase documents (whenever issued), which may be different than or inconsistent with those stated herein. These terms and conditions contain the entire understanding governing the business relations that exist with publisher with respect to advertisements in *Insulation Outlook* and, except as expressly provided herein, these terms and conditions may not be modified or altered except in writing, duly executed by the parties.

## TERMS OF PAYMENT

All payment is required on time. All payments must be made in U.S. currency and advertisers are responsible for any exchange or transfer fees. A 2% check discount is offered when payment is made within 30 days. Advance payment is required from advertisers and agencies that have no established credit record with *Insulation Outlook* or at the publisher's discretion. Invoices not paid within 60 days are subject to an interest charge of 2% per month on the outstanding balance. Advertiser and advertising agency are jointly responsible for payment of advertisements appearing in this publication. Efforts will be made to obtain payment before

sending accounts to collections, including billing the advertiser directly and billing any credit card on file for that account. Advertiser agrees to reimburse any sums expended by publisher, including but not limited to attorneys' fees, collection fees, and any other expenses incurred by publisher in collection of payment for any amount due to publisher. The rights of publisher shall in no way be affected by any dispute or claims between advertiser and agency.

Publisher reserves the right to reject advertisements if payment for previous advertisements is overdue.

## COMMISSION FORFEIT

A commission of 15% of gross billing is allowed to recognized agencies belonging to marketing associations for display advertising space, if paid within 60 days. After 60 days, agency commission is automatically forfeited. Commission is not allowed on such charges as artwork, design, reprints, printing, PDFs, and special handling charges. No cash discounts.

## CANCELLATIONS

Premium positions and digital contracts cannot be canceled. Full pre-payment of the entire digital contract is required. Refunds/credits will not be given if the advertiser fails to supply digital ad materials.

All program cancellations will be billed at 50% of the full contract for any unused ads, and other marketing exposure received as part of the bonus program will be billed at the full value of each if the insertion order is not completed.

All cancellations must be received in writing and receipt confirmed prior to the advertising space reservation deadline. Companies cannot cancel after the space reservation deadline. Cancellation requests should be sent to [ads@insulation.org](mailto:ads@insulation.org) and to [publications@insulation.org](mailto:publications@insulation.org).

## LIABILITY

Advertiser and agency represent and warrant that they are authorized to publish the entire contents and subject matter of the ads, and that the publication by publisher will not violate the rights of any third party or any law. Advertiser and agency shall indemnify and hold publisher harmless from and against any loss, expense, or liability resulting from claims or suits based upon such ads, without limitation.

Publisher is not responsible for incorrectly submitted ad files, including file corruption and format, size, resolution, color, and trim issues. Files may be corrected and the advertiser billed for the expense. All ads require a hard-copy proof. Color-matched SWOPs are preferred. Publisher cannot be held responsible for ad quality if SWOP is not provided, and full payment will be required.

No ad changes will be accepted after the materials close date unless the substituted ad is of like size and color. If new materials are not received by the materials close date for the contracted issue, the previous advertisement will be repeated. Any

materials submitted or changed after the material closing date are subject to a late fee. Changes after the materials close date cannot be guaranteed, and the publisher reserves the right to run the previous ad instead.

Publisher assumes no liability for injury, damage, loss, accident, delay, or irregularity for any reason whatsoever arising from said advertisement. Errors by publisher in published ads shall not constitute a breach of contract, but shall, if brought to publisher's attention no later than 5 business days after the ad appears, entitle advertiser to credit for actual space of error on the first insertion only, unless a proof of the ad was furnished to or by publisher, in which event advertiser and/or agency shall accept full responsibility. Publisher's liability for failure to publish an ad shall not exceed a refund or credit for publisher's charge for such ad.

Publisher reserves the right to reject any advertisement. The rejection by publisher for any reason whatsoever shall not be considered a breach of contract, but shall require advertiser and/or agency to supply new copy acceptable to publisher. Publisher reserves the right to label any advertisement with the word "advertisement."

The appearance of an advertisement and/or a product or service information in *Insulation Outlook* and its articles does not constitute an endorsement of such products or services by NIA.

Any deliberate attempt to simulate a publication's format is not permitted.

## DISCLAIMER

Publisher is not liable for delays in delivery and/or non-delivery in the event of act of God, action of any governmental or quasi-governmental entity, widespread illness, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstance beyond the control of publisher affecting production or delivery in any manner.

## MISCELLANEOUS

This agreement shall be governed by and construed in accordance with the laws of Virginia, without regard to conflict of laws/principles. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Fairfax County, Virginia. In the event that any provision hereof is determined to be invalid or unenforceable by a court of competent jurisdiction, the parties intend that the court should reform the provision to such narrower scope as it determines to be enforceable, and such determination shall not affect nor impair the validity or enforceability of any of the remaining provisions. Headings are inserted for convenience only and in no way define, limit, or extend the scope or intent of any provision herein. Failure of publisher to insist on performance of any of these terms shall not be construed as a waiver of such terms and shall not affect the right of publisher thereafter to enforce each and every term hereof.

## LIST AVAILABILITY

The *Insulation Outlook* list is not available for rental. A limited number of mailings are possible for Premier 12 advertisers. Contact [ads@insulation.org](mailto:ads@insulation.org) for details.