

# 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 500 x 500 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