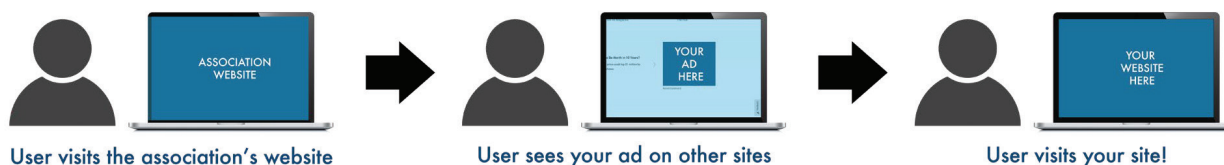


New Digital Opportunities for 2022



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:

- 300 x 600
- 300 x 250
- 300 x 50
- 320 x 50
- 728 x 90

Video

- MP4
- 15-30 second video
- File Size: 8 MB
- Click-through URL

Materials need to be submitted, receipt confirmed, at least three weeks prior to the campaign starting.

Rates

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

Rate: \$5,000

Add Digital to Your Print Package

Advertisers selecting these options should provide a click-through URL with their ad materials.

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 Annual Convention and the 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

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

Website Ad Package

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

Insulation.org

Run of site rotating leaderboard

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.

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!

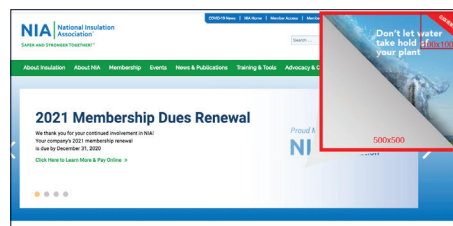
Placement: Run of website

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



Insulation Outlook Magazine
ads@insulation.org

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

Tech Marketplace—NEW!

NOW MORE THAN EVER, NIA MEMBERS NEED THE LATEST TECHNOLOGY SOLUTIONS TO SUPPORT THEIR BUSINESS.

Do you have a technology or digital solution that makes everyday construction projects more efficient or helps engineers, specifiers, or insulation professionals advance and grow their offerings and abilities? This section in select issues of *Insulation Outlook* is an easy way to communicate how your solution helps improve business operations, increase productivity, or protect workers.

Your placement within the Tech Marketplace includes:

- Designed piece published within special section of *Insulation Outlook*
- Listing on NIA's website
- Social Media Promotion
- Promotion in NIA's *E-News Bulletin*

You provide:

- High-resolution product photo (2.801w x 1.6855h)
- 70-word description
- Headline/product name
- Company website
- Contact email address
- Company logo (.eps file preferred)

Entire Readership + Engineers: Non-member pricing


- 1x rate: \$3,750
- 2x rate: \$3,600
- 3x rate: \$3,300
- 4x rate: \$3,100

Contractor Readership:


- 1x rate: \$1,200
- 2x rate: \$1,050
- 3x rate: \$924
- 4x rate: \$799

THE TECH MARKETPLACE


The Tech Marketplace provides technology and innovative digital solutions for NIA members to advance and grow their technology strategies, offerings, and abilities. This section in select issues of *Insulation Outlook* is an easy way to communicate how your solution helps improve business operations and increase productivity.




Product name




Product name




Product name




Product name



Product name



Product name



Product name

www.insulationoutlook.com

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September/October 2021

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Sign up now to get in all the sections!

- December 2021
- 2022 Buyer's Guide in January 2022
- NIA's Double Issue in Spring 2022
- August 2022
- November 2022