

Insulation Outlook® Magazine

MEDIA PLANNING KIT

insulation outlook
The Official Magazine of the National Insulation Association
MAY 2021

It's Time to Prioritize Insulation
The Consequences of Insulation Being Optional, p. 12

p. 8 | 10 Award-Winning Insulation Companies

p. 24 Insulation Industry Survey Results

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JUNE 2021

Resilience, Sustainability, and the Future of Codes

By Ryan M. Collier

Hazard events are increasing in frequency, intensity, and impact. At the same time, the impact of buildings on the environment and society is gaining increased attention. Building codes sit at the intersection of advances to address both challenges, providing a foundation for broader community resilience initiatives. But insulation plays an important role in both the energy-saving and resilience benefits contained in energy codes.

In 2019, there were 22 disaster events causing over \$1 billion in damage, breaking the previous record of 15 events that occurred in 2011 and 2017. For 6 consecutive years, there has been at least 10 such events. These events also come as a huge cost—the estimate 2019 total was \$16 billion in damages. And these numbers do not include more frequent or less extreme events that can still have huge impacts on communities. See Figures 1 and 2.

Meanwhile, governments and some segments of the building industry are setting goals to make widespread energy-efficient buildings and significantly

FIGURE 1
Number of Disaster Events (National Oceanic and Atmospheric Administration (NOAA))

FIGURE 2
Cost of Disaster Events (NOAA)

1980-2019 Year-to-Year United States Disaster Events (Total Events) (NOAA)

1980-2019 Year-to-Year United States Disaster Events (Total Cost) (NOAA)

Resilience, Sustainability, and the Future of Codes

insulation greenhouse gas (GHG) emissions. President Biden recently announced an effort to reduce U.S. carbon emissions 50% to 12% from a 2005 baseline by 2030. As building represents about 40% of U.S. energy use and about 30% of GHG emissions, they must be addressed to achieve energy and GHG reduction goals.

While the focus areas of resilience to hazard events and mitigating climate change impacts may appear disconnected, they are in fact intertwined, and building codes are an important tool in addressing these dual challenges.

Hazard Mitigation and Climate Resilience

Code recently efforts to improve resilience in the face of hazard events have been widely undertaken by emergency managers and building safety professionals. These efforts are often called hazard mitigation. In parallel, climate resilience and climate have been calling for a reduction in GHG that contribute to climate change—often called climate mitigation. As the increase in disaster events and impact grows, a relatively new body of research has emerged—

... And Insulation plays an important role in both the energy-saving and resilience benefits contained in energy codes.

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INSULATION SYSTEMS:

The Value of Inspection and Maintenance

The information herein is excerpted from the online Mechanical Insulation Design Guide, a free resource to help engineers, specifiers, insulation contractors, and others understand how to design and maintain all types of insulation systems. The guide leads you through six project phases: questions and considerations, where an overview of available systems, provides eight key evaluations to assist with your project's design and installation, and a checklist you should use prior to the creation of a construction area. We hope to improve the quality of all insulation systems nationwide, and we urge you to make use of all of these free resources.

Insulation systems have many surprising benefits and will continue to save your company money for years. If you take care of them and do not allow them to deteriorate, like all mechanical insulation systems, they require periodic inspection and maintenance. While inspection and maintenance are the responsibility of the facility owner, the fact that many insulation systems are frequently ignored. While, then, insulation systems can be damaged for a variety of reasons, and they are not repaired or replaced, they can become ineffective or even fail—contribute to the degradation of the mechanical system.

Failure to perform inspection and timely repair maintenance carries a number of risks. On one hand, the systems, damaged or missing insulation, can reduce energy efficiency and, if not repaired or replaced, can lead to significant economic losses over time. In addition, increased energy consumption increases carbon emissions, and unexpected and/or unexpected concerns may result.

Mitigating Corrosion Under Insulation

Corrosion under insulation (CUI) is at the top of the list of concerns resulting from lack of inspection and proper maintenance. For the most part, mechanical insulation (MI) is a passive barrier that does not react with the process fluid. However, if it is damaged or missing, it can allow process fluids to come in contact with the equipment. This can lead to corrosion, which is a major concern for the equipment. In addition, the presence of process fluids, including water, can lead to the degradation of the insulation. In addition, the presence of process fluids, including water, can lead to the degradation of the insulation. In addition, the presence of process fluids, including water, can lead to the degradation of the insulation.

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METAL BUILDING INSULATION

Air Barriers and Energy Codes p. 8

What Happens When MBI Becomes Wet? p. 16

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

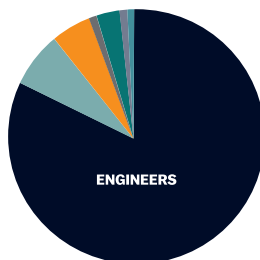
Subscribers: 11,500
Readership: 30,000

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:

85%
Insulation End Users



- **ENGINEERS 80%**
- Mechanical Contractors **7%**
- Facility/Plant Managers or Owners **5%**
- Building Inspectors **1%**
- Architects **5%**
- Energy/Code Officials **1%**
- Academics **1%**

Insulation Outlook Circulation:

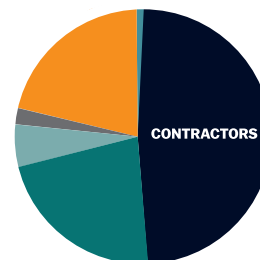
85% Insulation End Users

13% NIA Members

2% Other (complimentary and paid)

Secondary Audience of Magazine:

13%
NIA Members



- **CONTRACTORS 47%**
- Distributors **20%**
- Fabricators **5%**
- Laminators **2%**
- Manufacturers **20%**
- Other Categories **6%**

CIRCULATION BREAKDOWN OF PRIMARY INDUSTRY

42%
Commercial

33%
Industrial

11%
Utilities

8%
Institutional

6%
Government Agencies

2022 Editorial Offerings

Engineers, specifiers, 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. Topics subject to change.

January 2022

Editorial: Preparing for the Future
Editorial Due: 11.1.21
Ad Space and Materials: 11.15.21

February 2022

Editorial: Acoustics
Editorial Due: 12.1.21
Ad Space and Materials: 1.4.22

March/April 2022

Editorial: State of the Industry Double Issue: Insulation Industry Resources
Editorial Due: 1.1.22
Ad Space and Materials: 2.1.22
Bonus: Technology Marketplace

May 2022

Editorial: Industry Trends
Editorial Due: 3.1.22
Ad Space and Materials: 4.1.22

June 2022

Editorial: Commercial Insulation Systems
Editorial Due: 4.1.22
Ad Space and Materials: 5.3.22

July 2022

Editorial: Carbon & Sustainability
Editorial Due: 5.3.22
Ad Space and Materials: 6.1.22

August 2022

Editorial: Technology & Tools
Editorial Due: 6.1.22
Ad Space and Materials: 7.1.22
Bonus: Technology Marketplace

September 2022

Editorial: Industrial Insulation Systems & CUI Prevention
Editorial Due: 7.1.22
Ad Space and Materials: 8.2.22

October 2022

Editorial: Distribution & Supply Chain
Editorial Due: 8.1.22
Ad Space and Materials: 9.2.22

November 2022

Editorial: Resiliency & the Insulation Industry
Editorial Due: 9.1.22
Ad Space and Materials: 10.3.22
Bonus: Technology Marketplace

December 2022

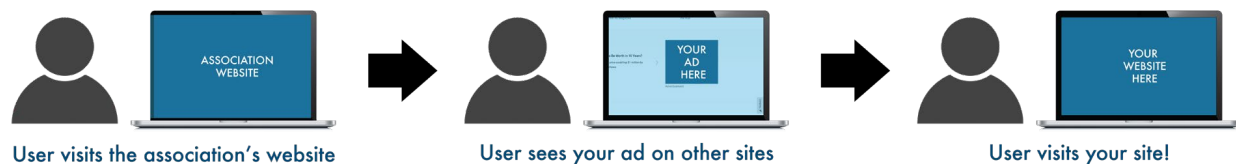
Editorial: Building Envelope and Metal Buildings
Editorial Due: 10.3.22
Ad Space and Materials: 11.1.22

2023 Buyer's Guide: Insulation Products & Providers

NIA's Annual Product Purchasing Guide and Membership Directory
Ad Space and Materials: Fall 2022



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

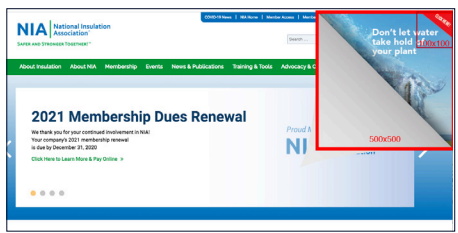
InsulationOutlook.com
 Rotating banner on home page
Specs: 970 x 250 pixels

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.

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
Rates: \$2,500 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

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	Headline Website Contact email address	COMPANY LOGO
70 Word description. With the contractor subsection of the subscribers totaling only 1384 people (roughly 12% of the subscribers), we need to have more of a Hot Links type of pricing for the advertisers with products for the Contractor segment rather than our traditional ad pricing. we need to have more of a Hot Links type of pricing for the advertisers with products for the Contractor.		



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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

Free Benefits for Our Frequent Partners

Choose Our 2022 Advertising Packages and Receive FREE Benefits

	PREMIER 12	PREFERRED 7	SELECT 4
Insulation Outlook & Buyer's Guide	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.
Print Hot Links Ads	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.
Editorial Space	Free editorial placement in <i>Insulation Outlook</i> 's News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email editor@insulation.org for possible complimentary publication in <i>Insulation Outlook</i> .	Free editorial placement in <i>Insulation Outlook</i> 's News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email editor@insulation.org for possible complimentary publication in <i>Insulation Outlook</i> .	Free editorial placement in <i>Insulation Outlook</i> 's News Briefs and Product Focus columns, which include press releases on new products and insulation-related news. Email editor@insulation.org for possible complimentary publication in <i>Insulation Outlook</i> .
Print Recognition	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> .
1 Year Online Advertiser Index <i>InsulationOutlook.com</i>	Your company name, logo, expanded description, address, phone number, email, and a link to your website listed in the advertiser index on www.InsulationOutlook.com .	Your company name, logo, description, address, phone number, email, and a link to your website in the advertiser index on www.InsulationOutlook.com .	Your company name, logo, description, address, and a link to your website in the advertiser index on www.InsulationOutlook.com .
Online Logos	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.
NIA Events	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.
Social Media	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.	Add one of our digital packages to your program!
Email Advertising	Recognition in our enewsletter, sent to NIA members, strategic partners, and subscribers.	Early Bird Bonus Sign up by November 15, 2021, for your complete 2022 ad package and get it for the 2021 rates!	
Digital Preference	Preference for the limited spots in NIA's email and digital ad space.		SIGN UP TODAY! ads@insulation.org
Premium Placement	Each month your ad will go in one of the first ad positions available. (Note: Cover positions and page 3 command a premium rate.)		

Member Advertising Rates

Rates for all 2022 Advertising and the 2023 Buyer's Guide

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

4 COLOR	1X***	3X	6X	11X	2023 BUYER'S GUIDE
MEMBER TYPE	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC
Full page**	\$3,740/\$4,490	\$3,131/\$3,762	\$3,040/\$3,645	\$2,913/\$3,495	\$4,105/\$4,930
Two-thirds page	\$3,320/\$3,985	\$2,810/\$3,355	\$2,745/\$3,298	\$2,620/\$3,150	\$3,745/\$4,495
One-half page	\$3,110/\$3,735	\$2,615/\$3,142	\$2,555/\$3,070	\$2,477/\$2,975	\$3,465/\$4,155
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	\$2,695/\$3,235	\$2,260/\$2,715	\$2,238/\$2,684	\$2,133/\$2,560	\$2,898/\$3,575
One-sixth page	\$2,372/\$2,845	\$1,988/\$2,388	\$1,945/\$2,336	\$1,857/\$2,228	\$2,315/\$2,778
Hot links	\$980/\$1,175	\$827/\$995	\$792/\$953	\$745/\$890	N/A
2-page spread**	\$5,460/\$6,550	\$4,565/\$5,479	\$4,315/\$5,176	\$4,025/\$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 November 15, 2021, for your complete 2022 ad package and get it for the 2021 rates!

Non-Member Advertising Rates

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

4 COLOR	1X***	3X	6X	11X	2023 BUYER'S GUIDE
Full page**	\$4,893	\$4,296	\$3,974	\$3,806	\$5,000
Two-thirds page	\$4,341	\$3,756	\$3,591	\$3,429	\$4,750
One-half page	\$4,070	\$3,522	\$3,341	\$3,239	\$4,540
One-third page	\$3,791	\$3,288	\$3,111	\$2,959	\$4,204
One-quarter page	\$3,525	\$3,158	\$2,924	\$2,791	\$3,791
One-sixth page	\$3,101	\$2,801	\$2,545	\$2,429	\$3,025
Hot links	\$1,281	\$1,181	\$1,035	\$970	N/A
2-page spread**	\$7,136	\$6,585	\$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 November 15, 2021, for your complete 2022 ad package and get it for the 2021 rates!

Advertorials



TWO OPTIONS TO HELP PROMOTE YOUR UNIQUE MESSAGE.

Each month, *Insulation Outlook* magazine focuses on a different aspect of the industry. While our articles are product neutral, you can now buy a page or spread to explain what makes your product different and why the industry should be using it. To reinforce your branding, you can pair it with a full page ad. This is your chance to speak directly to buyers, engineers, and end users.

Leading Edge

What do you want customers to know about your product? Does it save contractors time or have a wider temperature range? Explain your product, its benefits, and its typical uses to *Insulation Outlook's* insulation end-user audience! Expand on your service offerings, share your product innovations, or say more about your company.

Insulation Essentials

Engineers and contractors can be hard to reach. We offer you the space to make your sales pitch or explain your product's assets in a well-established, award winning, third party magazine. Consider including a link to videos or white papers in your space to generate more leads.

Inspire Brand Loyalty

The following benefits are included with your advertising package:

- Combine marketing messages with an explanation of your product's recommended applications along with your photos and logos.
- Your provided content will receive professional editing and will be flowed into an established advertorial template.
- Establish credibility while reaching a readership of industry decision makers.

Please note: Because of the additional time needed for the production of the advertorials, we advise that the ad space is booked and content provided two weeks before the issue ad space deadline. Limited availability.

Please contact your Account Executives, Justin or Rob, today for more information. The full NIA media kit can be found here: www.insulation.org/io/advertisers/

Justin Wolfe
Account Executive
Works with companies #-L
717-430-2238
ads@insulation.org

Rob Glass
Account Executive
Works with companies M-Z
717-430-2212
ads@insulation.org

Advertorial Specifications

Two-page Spread Sample

INSULATION ESSENTIALS

The Key to Better Operations and a Better Bottom Line

Image

Custom Content

Three fast facts

Company Information and Logo

Fast Facts:

- At enihillignis eaquam voloctas ne
- Enihillignis eaquam voloctas ne explaud landaeperum
- At enihillignis eaquam voloctas ne explaud landaeperum idipsum lam

Company Name
000.000.0000
website.com

Logo

Full Page Sample

INSULATION ESSENTIALS

The Key to Better Operations and a Better Bottom Line

Fast Facts:

- At enihillignis eaquam voloctas ne
- Enihillignis eaquam voloctas ne explaud landaeperum
- At enihillignis eaquam voloctas ne explaud landaeperum idipsum lam

Company Name
000.000.0000
website.com

Logo

Two-Page Spread

- Half page image or ad: 7" x 4.5"
- 640 words max (including a headline)
- Three fast facts
- Company logo, phone, and website

Full Page

- Half page image or ad: 7" x 3"
- 200 words max (including a headline)
- Three fast facts
- Company logo, phone, and website

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Events Sponsorships

NIA hosts two events per year: NIA's Annual Convention and NIA's Fall Summit. Both events bring together individuals from all sectors of the mechanical insulation industry—contractors, distributors, fabricators, manufacturers, and laminators—on a national level.

NIA offers many sponsorship opportunities at each event, based on your company's goals and objectives. Email Erin Penberthy at events@insulation.org to discuss any of these opportunities.



Branding Sponsorships

NIA has a variety of branding opportunities to put your logo front and center at our events. Some of them are included below, but NIA staff can work with you to customize your needs to make sure your brand gets into the hands of attendees.

- Badge holder
- Bag
- Hat
- Water bottle
- Pen
- Notebook
- Hotel key card
- Hand sanitizer
- Web camera covers
- And more!



Networking Sponsorships

Networking is one of the key objectives at NIA's events, and schedules are designed to offer a variety of opportunities as well as leaving open time to allow attendees to schedule their own meetings. Opportunities include:

- Mobile Meeting App,
- Welcome and Appreciation Evenings,
- Farewell Dinner,
- Coffee breaks and continental breakfasts,
- First Timers Reception,
- New Member Orientation,
- Golf Tournament,
- Dessert Suites,
- And more!



Education/Thought Leadership Sponsorships

Another key objective at NIA's events is education to advance the mechanical insulation industry. NIA offers numerous opportunities with this focus:

- Keynote Speaker Presentations,
- General Session and Luncheon, and
- Registration Packet Insert.

Please email events@insulation.org for the most updated sponsorship brochure and to learn more.



Training Course Sponsorship Opportunities

NIA learning programs are available to sponsor and host as in-person or virtual private courses exclusively for corporate teams and clients. Increase your team's knowledge and expertise, while saving time and money by hosting a course. NIA members receive significant discounts for all learning programs, and additional discounts are available to Gold-Elite Foundation Contributors and engineers. Email Erin Penberthy at events@insulation.org to discuss any of these opportunities.

Course options include:

NIA's Understanding Mechanical Insulation

NIA | Understanding MECHANICAL INSULATION

This 2-day course is an excellent resource for professionals newer to the industry to give them more knowledge of mechanical insulation and its products.

NIA's Thermal Insulation Inspector Certification™ Program



This is a 2-part, 4-day course to educate insulation inspectors on how to evaluate mechanical insulation installation and determine whether it is compliant with specifications. The certification-level course is designed for experienced insulation professionals ready to

learn a new specialty and companies ready to offer insulation system inspection as part of their services. The course is beneficial for anyone who has responsibility for contracts, maintenance, business development, quality assurance (QA)/quality control (QC), project oversight, safety, inspections, estimating, management, product development, mechanical insulation system design, and specification development.

NIA's Understanding Specifications

NIA | Understanding SPECIFICATIONS

Participants will learn about the purpose and complexity of specifications, how they vary between market segments, and how to apply that knowledge to benefit their company. This is a 5-hour virtual course for the commercial and industrial insulation markets. The course has been designed to benefit multiple audience segments involved in the design and application of mechanical insulation for both new construction and maintenance.

NIA's Insulation Energy Appraisal Program (IEAP)



This 2-day course teaches students how to determine the optimal insulation thickness and corresponding energy and dollar savings for a project. The refreshed, certification-level course is designed for participants who are looking to expand their skill set and companies that want to expand their business capabilities by adding insulation appraisals to show insulation's return on investment to their customers.

To find out more about learning programs, private courses, or specific pricing details, email training@insulation.org.

Webinar Sponsorship Opportunities



With most educational opportunities offered virtually these days, webinars are a great way to showcase your brand as a thought leader to NIA members. NIA offers four distinctive webinar sponsorship opportunities to help members reach their targeted audience and objectives.

Member-presented Product Webinar

- A webinar that is presented by a NIA member company.
- Content is developed and presented by the member company. *(NIA does not endorse webinar content or accuracy of content.)*
- Sponsoring companies can discuss their latest products or services to members and end users.

Member-presented Webinars

- A webinar that is presented by a NIA member company.
- The content is created by the member company. *(NIA does not endorse webinar content or accuracy of content.)*

Sponsored NIA Webinars

- A webinar that is presented by NIA and sponsored by a NIA member company.
- The content is unbiased, industry focused, and created by or for NIA. The sponsor may help select from a range of member-generated topics.

Webinar Calendar Listing

- Your webinar is promoted on NIA's online industry calendar of events.
- This opportunity is available for NIA members only.

To learn more, please visit www.insulation.org/training-tools/webinaropportunities or email training@insulation.org.

Mechanical Requirements

MECHANICAL SPECS

Trim size: 8.25" w x 10.875" h

Method of printing: Web offset

Method of binding: Saddle stitch

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

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.

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.

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.

PRODUCTION CONTACT

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

ADVERTISING CONTACT

Contact 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. Advertisements 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 and to 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 for details.

Why choose *Insulation Outlook*?

Ads in *Insulation Outlook* are seen by engineers, mechanical contractors, and insulation contractors who are actively interested in insulation products.

No regional newsletter brings you an audience of engineers.
No engineering magazine focuses on insulation.

ONLY WE DO BOTH.

95%

SUBSCRIBERS SAY THAT *INSULATION OUTLOOK* BRINGS PRODUCTS TO THEIR ATTENTION THAT THEY OTHERWISE WOULD NOT HAVE KNOWN ABOUT.

85%

SAY *INSULATION OUTLOOK* IS THEIR PREFERRED MAGAZINE FOR INFORMATION RELATING TO INSULATION

78%

OF *INSULATION OUTLOOK* READERS ARE INVOLVED IN PURCHASING



Insulation Outlook magazine is the only magazine that focuses exclusively on insulation for industrial and commercial mechanical and specialty systems. It focuses on system design, best practices, and products. It is the ideal place to reach a captive audience that is starved for insulation information and looking to make insulation purchases.