

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

## Permanent Ads for Authors

Companies can add permanent ads into their digital article posting.

Companies who author articles for *Insulation Outlook* can purchase a banner or promo box advertisement to be placed in their article **permanently**.

- Permanent digital ad, 300 x 250 pixels, displayed in your online article
- Easier for social media posts promoting the online article and products
- Customized link to your article available for your company's marketing promotions

**Placement:** Available only to companies authoring articles (placed in their article)

**Specs:** 300 x 250 pixels

**Frequency:** Permanent

**Rate:** \$1,000

## Digital Ad Bundle

Email, LinkedIn, and website ads reach all audiences on all of our channels.

### Social Media

A customized social media post to our LinkedIn and/or Twitter audiences.

### Email

Banner ad at the top of an *E-News Bulletin*

**Specs:** 560 x 112 pixels

### Web

Rotating rectangle ad

**Placement:** *InsulationOutlook.com* home page and some subpages

**Specs:** 300 x 250 pixels

### NIA Member Rate

Each bundle includes the above spots one time per month

**Monthly Rate:** \$1,250 per month

**Quarterly Rate:** \$3,000

**Annual Rate:** \$11,000

## Website Ad Bundle

Run of website ads in front of both the NIA membership and engineers—you get all locations!

### *Insulation.org*

Run of site rotating leaderboard

**Specs:** 468 x 60 pixels

### *InsulationOutlook.com*

Rotating banner on home page

**Specs:** 970 x 250 pixels

### *InsulationOutlook.com*

Rotating rectangle ad throughout the site

**Specs:** 300 x 250 pixels

**Placement:** Subpages

**Frequency:** Monthly

### NIA Member Rate

Each bundle includes rotating ads in the above spots

**Monthly Rate:** \$1,250 per month

**Quarterly Rate:** \$3,000

**Annual Rate:** \$11,000

## Exclusive Website Page Curl Ad

**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



## *E-News Bulletin (ENB)* Ad

**Type:** Email banner ad

**Frequency:** Up to twice a month

### Top Leaderboard

**Specs:** 560 x 112 pixels

**Rate:** \$750 per ad

### Sponsored Content with Square Image

**Specs:** 40 words, headline, link

**Square Ad:** 250 x 207 pixels

**Rate:** Starting at \$1,000 per ad

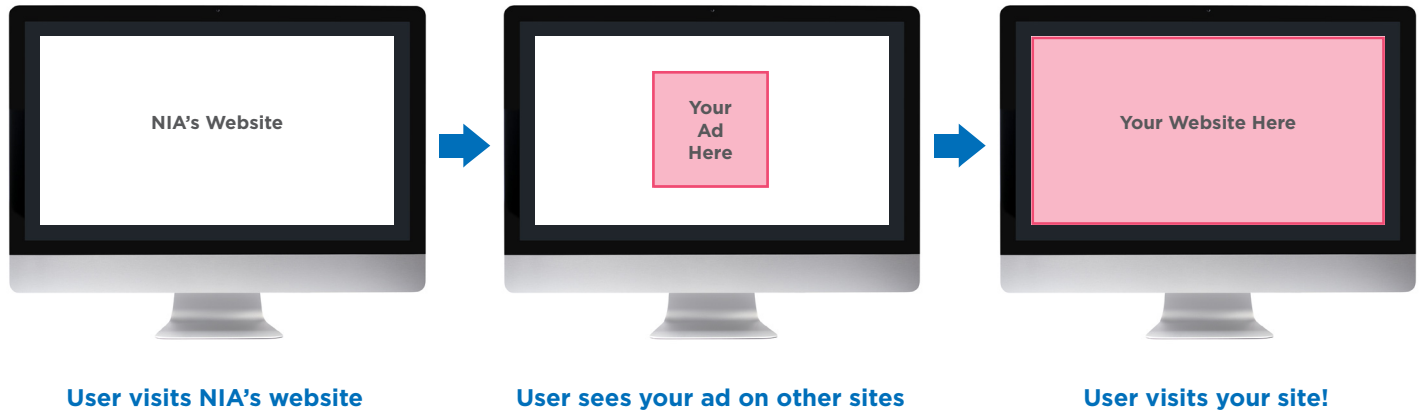
### Banner Ad in Publication

**Specs:** 560 x 112 pixels

**Rate:** \$600 per ad

Ask us about VIDEO advertising!

## Your Ad Goes With Readers Beyond Just Our Website



### 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, 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 pixels
- 300 x 250 pixels
- 300 x 50 pixels
- 320 x 50 pixels
- 728 x 90 pixels

#### 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

**Sponsored HTML product emails, sponsored content packages, and individual ad spots are available. Ask about them!**