

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

Authors Permanent Ads

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 Facebook and/or Twitter audiences.

Email

A banner ad at the top of an *E-News Bulletin*

Specs: 560 x 112 pixels

Web

1 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

1 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

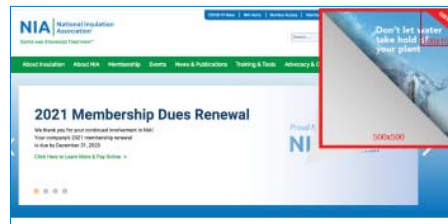
Placement: Run of website

Specs: 100 x 100 visible triangle, opening to a 500 x 500 pixel ad

Monthly Rate: \$1,500

Quarterly Rate: \$3,750

Annual Rate: \$12,000



E-News Bulletin (ENB) Ad

Type: Email banner ad

Frequency: Up to twice a month

Top Leaderboard

Specs: 560 x 112 pixels

Rates: \$750 per ad

Sponsored Content with Square Image

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

**Ask us about
VIDEO advertising!**