

Custom Packages to Meet Your Marketing Goals

84% of our Subscribers are Engineers

All ads are discounted for frequency. Buy more and save. Contact your sales rep for other ad options.

Recommended for Large Manufacturers & Distributors	Recommended for Small Manufacturers & Distributors	Recommended for Contractors & for Industry Recognition
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INDUSTRY LEADER

Any advertiser with a custom package of of print, digital, and Buyer's Guide advertising over \$37,000 per calendar year receives the following print ad prices and benefits on page 5. Digital ad options on page 6.

COMPETITIVE

Any advertiser with a custom package of print, digital, and Buyer's Guide advertising over \$25,000 per calendar year receives the following print ad prices and benefits on page 5. Digital ad options on page 6.

BASIC

Any advertiser with a custom package of print, digital, and Buyer's Guide advertising over \$15,000 per calendar year receives the following print ad prices and benefits on page 5. Digital ad options on page 6.

PRINT PRICING

Member Type	ACTIVE/ASSOC	ACTIVE/ASSOC	ACTIVE/ASSOC
IO Full page	\$2,800/\$3,300	\$3,300/\$3,900	\$3,500/\$4,100
IO One-half page	\$2,300/\$2,800	\$2,700/\$3,200	\$2,800/\$3,300
Buyer's Guide FP	\$3,500/\$4,300	\$3,900/\$4,700	\$4,100/\$4,900
Buyer's Guide 1/2	\$3,300/\$4,000	\$3,200/\$3,900	\$3,400/\$4,100

Free Benefits for Our Frequent Partners

	Recommended for Large Manufacturers	Recommended for Small Manufacturers and for Distributors	Recommended for Contractors and Industry Supporters
	INDUSTRY LEADER	LIMITED	BASIC
Free Print Hot Links Ads	11 FREE	4 FREE	2 FREE
Free Publication of Company and Product Press Releases (Promotional language allowed)	X	X	X
Editorial Preference when space is limited in member issue (example: EPD issue)	X		
Your ad in the first spots available in the front of magazine	X (Note: Cover positions and page 3 command a premium rate.)		
Free Print Logo Recognition in the Buyer's Guide	X	X	X
1 Year Promotion Online <i>InsulationOutlook.com</i>	All company information— Your company name, logo, expanded description, address, phone number, email, and a link to your website listed	Basic company information and phone number	Basic company information
Online Logo Recognition <i>www.insulation.org</i>	X	X	X
Free Logo Recognition At NIA Events	2 Events + 1 Training Class (Registration Desk Sign and during General Sessions)	2 Events	2 Events
Recognition on Social Media	Yes, plus customized hashtag	X	
Email Promotion in Digital Newsletter	Linked Logo Published Quarterly	Twice	Once

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

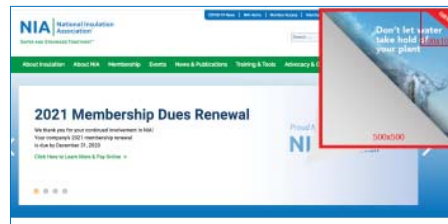
Placement: Run of website

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!**