

Integrated Media Opportunities

Stand Out with Specialty Pieces!

Be as creative as you want! *Insulation Outlook* now offers effective ad specialty units.

- Gatefolds, cover gatefolds, half gatefolds, barrel rolls
- Quick Response (QR) Codes that interact with smart phones, sending the reader to your website, product or installation video, or other desired link.
- Take aways: add a stick-on note or brochure to your ad!
- Customized polybags
- Bellybands
- Blow-in cards
- Customized article reprints
- Scratch and sniff!

Video Advertising

Post your installation or product video on *InsulationOutlook.com!* Video is the wave of the future, with the ability to go viral and be seen by people around the globe.

Digital Advertising

NIA News Digital Edition

Digital advertising opportunities are now available!

Print Advertising

NIA News (Classified Ads Only)

NIA News, distributed to NIA members five times a year, is an affordable opportunity to advertise surplus material, job opportunities, and equipment sales, and other items in a classified-ad style.

Premier Mailings

Only Premier 12 advertisers may send mailings to all or part of *Insulation Outlook's* circulation list. Pricing is determined on a case-by-case basis, and NIA must approve mail pieces before mailing. Mailing opportunities are limited.

Recognition of Your Advertising Support

Your company will receive a special full-color logo in the Advertiser Appreciation pages in *Insulation Outlook* and the *NIA Membership Directory & Resource Guide*.

Special Company Logo Acknowledgement During Committee Days and the NIA 57th Annual Convention

Your company will receive a special full-color logo on Advertiser Appreciation signs at these key meetings.

* To qualify for all NIA Bonus Programs, all ads must run during the 2012 calendar year.

Select 4*

Color Option:

- Purchase a color ad in three issues of *Insulation Outlook* within the calendar year at the three-time rate, **AND**
- Purchase a color ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

Black-and-White Option:

- Purchase a black-and-white ad in three issues of *Insulation Outlook* in the calendar year at the three-time rate, **AND**
- Purchase an ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

YOUR BONUS:

FREE Hot Links Ads

Receive two free Hot Links ads showcasing your company's website in two *Insulation Outlook* issues of your choice.

E-News Bulletin Opportunity

Package advertisers have the **ONLY** opportunity to sponsor an E-News Bulletin and reach this unique audience.

10% Discount for 2012 MTL Listing

Now with Web demographics powered by Google Analytics. Discount applies for the package of your choice.

Expanded Online Advertiser Index

In the new advertiser index on *www. InsulationOutlook.com*, Select 4 advertisers will have their company name, logo, description, and address listed.

Bonus Programs—Get More Exposure and Save

Maximize your investment by participating in one of our frequent advertiser programs. You'll receive discount rates PLUS exclusive benefits.

Preferred 7*

Color Option:

- Purchase a color ad in six issues of *Insulation Outlook* within the calendar year at the six-time rate, **AND**
- Purchase a color ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

Black-and-White Option:

- Purchase a black-and-white ad in six issues of *Insulation Outlook* in the calendar year at the six-time rate, **AND**
- Purchase an ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

YOUR BONUS:

FREE Banner Ads for a Year

Reach a broader audience with a free, full-color banner ad on the NIA website at www.InsulationOutlook.com—for a full 12 months.

FREE Hot Links Ads

Receive four free Hot Links ads showcasing your company's website in four *Insulation Outlook* issues of your choice.

E-News Bulletin Opportunity

Package advertisers have the **ONLY** opportunity to sponsor an E-News Bulletin and reach this unique audience.

10% Discount for 2012 MTL Listing

Now with Web demographics powered by Google Analytics. Discount applies for the package of your choice.

Expanded Online Advertiser Index

Preferred 7 advertisers will have their company name, logo, description, address, phone number, website, and e-mail listed.

Premier 12*

Color Option:

- Purchase a color ad in 11 issues of *Insulation Outlook* during the calendar year at the 11-time rate, **AND**
- Purchase a color ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

Black-and-White Option:

- Purchase a black-and-white ad in 11 issues of *Insulation Outlook* in the calendar year at the 11-time rate, **AND**
- Purchase an ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

YOUR BONUS:

FREE Banner Ads for a Year

Reach a broader audience with free, full-color banner ads at Insulation.org and www.InsulationOutlook.com—both for a full 12 months.

FREE Hot Links Ads for a Year

Receive 11 free Hot Links ads showcasing your company's website—one in each issue of *Insulation Outlook*—for the full calendar year.

Preferential Placement of Ads

As a Premier 12 advertiser, you will receive a preferred ad position whenever possible. (Note: Cover positions command a premium rate.)

Exclusive Mass-Mailing Opportunity

The opportunity to send mailings to all or part of our circulation list is available exclusively to Premier 12 advertisers.

Recognition in NIA News—Annual Convention Issue

Premier 12 companies will be published in our member newsletter, which is mailed to all NIA members and all the regional insulation organizations, and included in the NIA Annual Convention attendee welcome packet.

Recognition in E-News Bulletin

Premier 12 advertisers will receive recognition in our electronic newsletter, sent to NIA members, strategic partners, and subscribers.

E-News Bulletin Opportunity

Package advertisers have the **ONLY** opportunity to sponsor an E-News Bulletin and reach this unique audience.

Web 2.0 Recognition Opportunities

Receive company recognition on NIA's Facebook page and other social media, including advertiser appreciation tweets.

15% Discount for 2012 MTL Listing

Now with Web demographics powered by Google Analytics. Discount applies for the package of your choice.

Expanded Online Advertiser Index

In the new advertiser index on www.InsulationOutlook.com, Premier 12 advertisers will receive their company name, logo, expanded description, address, phone number, website, and e-mail listed for a full year!