

# 2009 INSERTION ORDER

Fax to:  
Kim Kelemen  
301-215-7704

## ADVERTISER

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Agency: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Bill Advertiser

Bill Agency

## AD FREQUENCY

Premier 12 Advertiser

Preferred 7 Advertiser

Select 4 Advertiser

11-time

6-time

3-time

1-time\*

## AD SCHEDULE^

\_\_\_\_\_ January

\_\_\_\_\_ August

\_\_\_\_\_ February

\_\_\_\_\_ September

\_\_\_\_\_ March

\_\_\_\_\_ October

\_\_\_\_\_ April/May\*

\_\_\_\_\_ November

\_\_\_\_\_ June

\_\_\_\_\_ December

\_\_\_\_\_ July

\_\_\_\_\_ 2008-09 Membership Directory

## HOTLINK SCHEDULE^

\_\_\_\_\_ January

\_\_\_\_\_ August

\_\_\_\_\_ February

\_\_\_\_\_ September

\_\_\_\_\_ March

\_\_\_\_\_ October

\_\_\_\_\_ April/May

\_\_\_\_\_ November

\_\_\_\_\_ June

\_\_\_\_\_ December

\_\_\_\_\_ July

## ADVERTISING INSTRUCTIONS

Issue(s) \_\_\_\_\_

New Ad

Pick-up from \_\_\_\_\_

## AD PLACEMENT

Special Request\*\* \_\_\_\_\_

None

Inside Front Cover

Inside Back Cover

Outside Back Cover

## ADVERTISING SPECIFICATIONS/SIZE

Classified (*NIA News only*)

4-color

2-color

1-color

Black only

### \_\_Insert

\_\_2/3-Page Vertical

\_\_1/2-Page Horizontal

\_\_1/2-Page Island

### \_\_2-Page Spread

\_\_1/3-Page Vertical

\_\_1/3-Page Horizontal

\_\_1/4-Page Vertical

### \_\_Full Page

\_\_1/6-Page Horizontal

\_\_1/6-Page Vertical

\_\_Hot Links

## RATE INFORMATION

Magazine

Directory

Rate \_\_\_\_\_

Applicable Premium \_\_\_\_\_

Member Discount^ \_\_\_\_\_

Gross \_\_\_\_\_

Agency Discount \_\_\_\_\_

Total Due Per Insertion \_\_\_\_\_

^ Membership must be active at the time of placement and insertion.

\* Ads in the April/May issue are subject to a 10-percent premium when purchased at a one-time frequency. Advertisers will receive a rebate if they purchase subsequent ads.

\*\* Subject to a 10-percent premium, and consent from the publisher is required. Requested pages may not be available every issue, but will be accommodated when possible.

## AUTHORIZED SIGNATURES

Company/Agency \_\_\_\_\_ Date: \_\_\_\_\_

Insulation Outlook \_\_\_\_\_ Date: \_\_\_\_\_

## REQUEST RATE INFORMATION

\_\_Inserts

\_\_Convention Sponsorships

\_\_Gatefolds

\_\_Bellybands

By signing this insertion order, the company/advertiser agrees to the publisher's policies.