

## 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.