

ADVERTISER

Company: _____ Contact: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Fax: _____
 E-mail: _____ Website: _____

Agency: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ E-mail: _____

AD FREQUENCY Premier 12 Advertiser Preferred 7 Advertiser Select 4 Advertiser
 11-time 6-time 3-time 1-time**

AD SCHEDULE*		HOTLINK SCHEDULE*
_____ January	_____ August	_____ January
_____ February	_____ September	_____ February
_____ March	_____ October	_____ March
_____ April/May**	_____ November	_____ April/May
_____ June	_____ December	_____ June
_____ July	_____ 2010-11 Membership Directory	_____ July

AD PLACEMENT Special Request*** _____ Inside Front Cover Inside Back Cover Outside Back Cover

ADVERTISING SPECIFICATIONS/SIZE 4-color 2-color 1-color Black only

___ Insert	___ 2-Page Spread	___ Full Page
___ 2/3-Page Vertical	___ 1/3-Page Vertical	___ 1/6-Page Horizontal
___ 1/2-Page Horizontal	___ 1/3-Page Horizontal	___ 1/6-Page Vertical
___ 1/2-Page Island	___ 1/4-Page Vertical	___ Hot Links

Bill Advertiser **Bill Agency**

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.

CREDIT CARD PAYMENT BILL Card Type: _____
 11-time 6-time 3-time 1-time
 Credit Card # _____ Exp. Date: _____
 Card Holder Name _____

REQUEST RATE INFORMATION
 ___ Inserts ___ Convention Sponsorships
 ___ Gatefolds ___ Bellybands

AUTHORIZED SIGNATURES
 Company/Agency _____ Date: _____
Insulation Outlook _____ Date: _____

By signing this insertion order, the company/advertiser agrees to the publisher's policies. Bonus Program Package cancellations are subject to a termination fee.