

2012 Insertion Order

Advertiser

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

NIA Member Non-member

Agency _____
 Contact _____
 Address _____
 City _____ State _____ ZIP _____
 Phone _____ Fax _____ E-mail _____

Ad Frequency

24-time 18-time 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 _____ 2012-13 Membership Directory

Hotlink Schedule*

_____ January _____ August
 _____ February _____ September
 _____ March _____ October
 _____ April/May _____ November
 _____ June _____ December
 _____ July _____

Advertising Specifications

4-color 2-color 1-color black only

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

Rate Information

	Magazine	Directory
Rate	_____	_____
Applicable Premium	_____	_____
Member Discount*	_____	_____
Gross	_____	_____
Agency Discount	_____	_____
Total Due Per Insertion	_____	_____

Bill Advertiser Bill Agency

* 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

Card Type _____
 Credit Card # _____ Exp. Date _____
 Card Holder Name _____

Request Rate Information

_____ Inserts _____ Convention Sponsorships
 _____ Bellybands _____ Gatefolds (6 and 8 pages)
 _____ Post-it® _____ Tipped in Brochures
 _____ Blow-in Cards _____ Bind-in Inserts

Authorized Signatures

Company/Agency _____ Date _____
Insulation Outlook _____ Date _____

Ad Placement

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

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