

## 2012 Advertising Rates

### Discounts\*

**25 percent**—NIA Active members  
(insulation contractors, distributors,  
fabricators, metal building laminators)

**10 percent**—NIA Associate members  
(manufacturers)

**15 percent**—Advertising  
agency discount

### Early Bird Bonus

Sign up for your 2012 ad plan by  
November 15 and receive your 2012  
ads at the 2011 price! All contracts  
received after November 15, 2011, will  
be billed at the 2012 rate shown below.

Four-color	1X***	3X	6X	11X	Directory
Two-page spread**	\$6,615	\$5,735	\$5,355	\$4,960	\$7,770
Full page**	\$4,475	\$3,860	\$3,730	\$3,585	\$5,060
Two-thirds page	\$3,970	\$3,445	\$3,350	\$3,230	\$4,615
One-half page	\$3,720	\$3,225	\$3,120	\$3,055	\$4,270
One-third page	\$3,465	\$3,005	\$2,895	\$2,790	\$3,950
One-quarter page	\$3,225	\$2,790	\$2,725	\$2,630	\$3,570
One-sixth page	\$2,835	\$2,450	\$2,375	\$2,290	\$2,850
Hotlinks	\$1,175	\$1,020	\$965	\$915	n/a
Two-color	1X***	3X	6X	11X	Directory
Two-page spread**	\$6,005	\$5,240	\$4,630	\$4,440	\$6,970
Full page**	\$3,865	\$3,335	\$3,210	\$3,045	\$4,495
Two-thirds page	\$3,360	\$2,890	\$2,815	\$2,710	\$3,990
One-half page	\$3,115	\$2,700	\$2,595	\$2,535	\$3,720
One-third page	\$3,045	\$2,630	\$2,365	\$2,270	\$3,410
One-quarter page	\$2,620	\$2,270	\$2,205	\$2,095	\$3,145
One-sixth page	\$2,220	\$1,920	\$1,850	\$1,750	\$2,315
Black & White	1X***	3X	6X	11X	Directory
Two-page spread**	\$4,915	\$4,215	\$3,845	\$3,445	\$5,625
Full page**	\$2,730	\$2,350	\$2,215	\$2,055	\$2,935
Two-thirds page	\$2,220	\$1,930	\$1,830	\$1,710	\$2,410
One-half page	\$2,040	\$1,710	\$1,600	\$1,535	\$2,205
One-third page	\$1,710	\$1,490	\$1,380	\$1,275	\$1,875
One-quarter page	\$1,480	\$1,275	\$1,215	\$1,110	\$1,600
One-sixth page	\$1,095	\$940	\$880	\$775	\$1,325
Other Advertising Opportunities					
Inserts, bellybands, gatefolds, and mailings			Pricing available upon request		
NIA News Classified Ads		\$500	Free classified ad designs available upon request		
Special Rates for 18x and 24x Insertions Available!					

**Advertising Contact:** Kim Kelemen  
at 301-215-6710, ext. 103,  
or [ads@insulation.org](mailto:ads@insulation.org)

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

\*\* Special premium page placement is available for an additional 10 percent.  
Cover positions are available for an additional premium.

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

# Ad Submittal & Mechanical Requirements

## Advertising Materials Requirements

**File format:** Digital files accepted: Native Quark XPress, Adobe InDesign, Adobe Illustrator, or Adobe Photoshop files, accompanied by all associated fonts and graphics files; PDF files with fonts and graphics embedded. Both Mac and PC files accepted.

**Bleeds:** No charge for bleed on spreads or full-page units. Bleeds not available for fractional units. Oversize units will be reduced at advertiser's expense.

**Safety margin:** Keep all live matter within 0.25 inch from trim size of magazine.

**Colors:** Four-color only, CMYK. PMS colors will be matched using CMYK. Ads containing PMS colors will be matched with CMYK and billed at the four-color rate.

**Resolution:** At least 300 dpi at 100 percent. Four-color scans must be in CMYK mode (not RGB). Convert all JPEGs and GIFs to CMYK TIFFs and include all fonts.

All ads must match the correct specs. Ads that do not conform to *Insulation Outlook* sizes will be corrected, refused, or replaced with the company's previous ad. Advertisers are responsible for all fees incurred as a result of incorrect ads and may be subject to additional fees if previous ad is published and was larger. *Insulation Outlook* is not responsible for any issues that arise from ad corrections.

## Policies

Artwork must be provided electronically. For PDFs, fonts and graphics must be embedded in the file. All other formats must include fonts and graphics linked to the original document. Please proof your ad before sending to *Insulation Outlook*. *Insulation Outlook* is not responsible for ad corrections, and any corrections made are at the advertiser's expense. If corrections or changes are made after the material close date, late fees are applicable.

All color ads must be accompanied by a color-matched SWOP that has been output on a SWOP-approved device. Without a proof, neither press nor publisher can be held responsible for correct color, image shift, and image dropout. Laser proofs are not acceptable color proofs.

No ad changes will be accepted after the materials close date unless the substituted ad is of like size and color. If new materials are not received by the materials close date for the contracted issue, the previous advertisement will be repeated. Any materials submitted or changed after the material closing date are subject to a late fee. Ads must match trim size. Total area density should not exceed SWOP density of 280 percent. Tints and color type in a four-color advertisement must be produced in a CMYK equivalent.

If you have questions about how to submit your ad, contact the *Insulation Outlook* production manager at 703-464-6422, ext. 117.

## Mailing Instructions

Send all contracts, insertion orders, and correspondence to:

Kim Kelemen, The Townsend Group  
2 Wisconsin Circle, Suite #900  
Chevy Chase, Maryland 20815  
301-215-6710, ext. 103 • Fax: 301-215-7704

## Dimensions

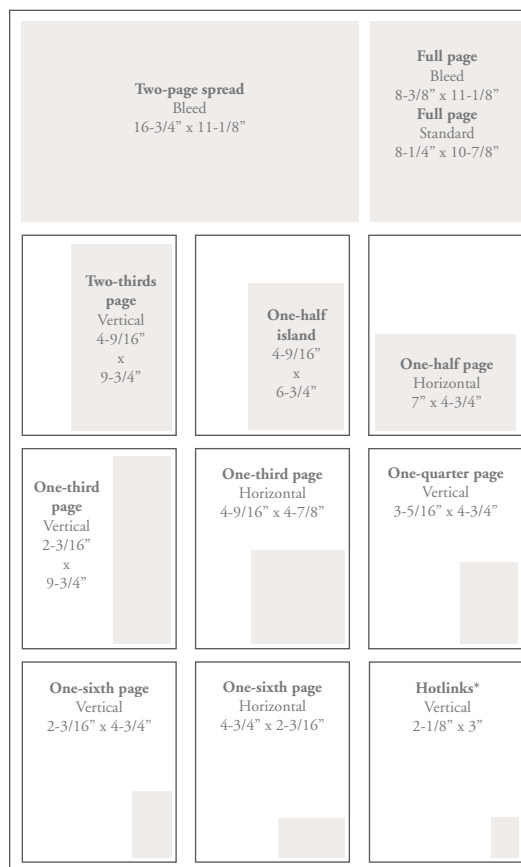
Ads	1 or 2 pages	8-3/8" x 11-1/8"
Insert	4 to 24 pages	16-3/4" x 11-1/8" (excluding 6-page gatefold)
Bellyband	2.5 to 4-1/2" wide	18 to 21" in length (printed on 50 or 60lb. paper)

## Mechanical Specs

Publication trim size: 8-1/4" x 10-7/8"

Method of printing: Web offset

Method of binding: Saddle stitch



## Inserts

**Rates:** Each insert counts as one insertion toward earned rate. Binding the insert is included in the price. Tipping will incur additional charges. Based on the type of insert or finishing requested, other fees may apply. Proof and specs must be submitted to determine pricing.

**Weight:** Inserts can range from 60- to 100-pound offset stock, coated or uncoated.

**Format:** Inserts can be printed for you at an additional fee. They also can be provided by the advertiser in finished form, printed, folded, and ready for binding in sufficient quantity to meet press run of target issue. A sample must be provided to publisher 30 days prior to publication. Inserts are jog to the head, and an additional 1/8" trim is taken. Live area should begin 1/4" below the top of the insert.

## Advertising Contact:

Contact Kim Kelemen at [ads@insulation.org](mailto:ads@insulation.org) or at 301-215-6710, ext. 103, for pricing information and mechanical requirements.

Gatefold	6 or 8 pages	8-3/8" x 11-1/8"
Center spread is 6 & 8 panel		
Width must be .25 narrower than trim. <i>Insulation Outlook</i> trim size is 8-1/4" x 10-7/8". Folded flap must be .125 narrower than covers.		

Bind-in card, Blow-in card, Post-it® Notes, and stickers are also available. For more information, call Kim Kelemen.