

## Bonus Programs—Get More Exposure and Save

Maximize your investment by participating in one of our frequent advertiser programs. You'll receive discount rates PLUS new 2010 exclusive benefits.

Ask about the  
NEW [web video](#)  
advertisements.

### 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.

#### NEW

##### E-News Bulletin Opportunity

Sponsor an E-News Bulletin and have the ONLY opportunity to reach this unique audience.

##### 10% Discount for 2010 MTL Listing

Now with Web demographics powered by Google Analytics. Discount applies for the package of your choice.

#### NEW

##### Expanded Online Advertiser Index

In the new advertiser index on [www.insulationoutlook.com](#), Select 4 advertisers will have their company name and a company description listed.

### Preferred 7\*

#### Color Option:

- Purchase a color ad in [six issues](#) of *Insulation Outlook* within the calendar year at the six-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 six issues of *Insulation Outlook* in the calendar year at the six-time rate, AND
- Purchase an ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

#### YOUR BONUS:

##### FREE Banner Ads for a Year

Reach a broader audience with a free, full-color banner ad on the NIA website at [Insulation.org](#) and at [www.insulationoutlook.com](#)—both for a full 12 months.

##### FREE Hot Links Ads

Receive four free Hot Links ads showcasing your company's website in four *Insulation Outlook* issues of your choice.

#### NEW

##### E-News Bulletin Opportunity

Sponsor an E-News Bulletin and have the ONLY opportunity to reach this unique audience.

##### 10% Discount for 2010 MTL Listing

Now with Web demographics powered by Google Analytics. Discount applies for the package of your choice.

#### NEW

##### Expanded Online Advertiser Index

Preferred 7 advertisers will have their company name, a company description, and contact information listed.

### Premier 12\*

#### Color Option:

- Purchase a color ad in [11 issues](#) of *Insulation Outlook* during the calendar year at the 11-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 11 issues of *Insulation Outlook* in the calendar year at the 11-time rate, AND
- Purchase an ad in the *NIA Membership Directory & Resource Guide* at the NIA directory rate.

#### YOUR BONUS:

##### Now Even Bigger!

##### FREE Banner Ads for a Year

Reach a broader audience with free, full-color banner ads at [Insulation.org](#) and [www.insulationoutlook.com](#)—both for a full 12 months.

##### FREE Hot Links Ads for a Year

Receive 11 free Hot Links ads showcasing your company's website—one in each issue of *Insulation Outlook*—for the full calendar year.

##### Preferential Placement of Ads

As a Premier 12 Advertiser, you will receive a preferred ad position whenever possible. (Note: Cover positions command a premium rate.)

##### Exclusive Mass-Mailing Opportunity

The opportunity to send mailings to all or part of our circulation list is available exclusively to Premier 12 advertisers.

#### NEW

##### Recognition in NIA News—Annual Convention Issue

Premier 12 companies will be published in our member newsletter, which is mailed to all NIA members and all the regional insulation organizations, and included in the NIA Annual Convention attendee welcome packet.

#### NEW

##### Recognition in E-News Bulletin

Premier 12 advertisers will receive recognition in our electronic newsletter, sent to NIA members, strategic partners, and subscribers.

#### NEW

##### E-News Bulletin Opportunity

Sponsor an E-News Bulletin and have the ONLY opportunity to reach this unique audience.

#### NEW

##### Web 2.0 Recognition Opportunities

Company recognition on NIA's Facebook page and other social media, including advertiser appreciation tweets.

#### NEW

##### Increased 15% Discount for 2010 MTL Listing

Now with Web demographics powered by Google Analytics. Discount applies for the package of your choice.

#### NEW

##### Expanded Online Advertiser Index

In the new advertiser index on [www.insulationoutlook.com](#), only Premier 12 advertisers will receive their full-color logo, company name, contact information, product description, and link to the company website for a full year!

### All Packages Receive:

#### 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 55th 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 2010 calendar year.