

EDITORIAL & ADVERTISING Planning

ISSUE	EDITORIAL FEATURE	EDITORIAL FOCUS	SUBMISSIONS DUE
January	Building Design Trends and Green Building	The latest trends in sustainability and green building, plus an update on the Department of Energy's Save Energy Now program and more.	November 3
February	Insulation Basics	Insulation 101: The basics about insulation materials and how to use them. Plus, the training opportunities available to you.	December 1
March	High Temperature and Refractory	A look at high temperature systems, life safety, brick, and refractory.	January 4
April/May	Double Issue: State of the Industry	State of the Industry: Our annual look at the economic, political, and industry issues that affect your business.	February 1
June	Manpower Issues	We look at hot topics such as training, safety practices, worker shortages, labor-saving ideas, and insulation products.	April 1
July	Damaged Insulation	This issue examines prevention of common causes of insulation damage such as mold, corrosion under insulation, and human and mechanical damage.	May 3
August	Power and Energy Issues	We examine how insulation plays a role in the power industry. Plus, energy audit case studies and green building.	June 1
September	Commercial Concerns	An in-depth look at the unique problems that commercial buildings and facilities face.	July 1
October	Business, Legal, and Safety Issues	An exploration of the key business, safety, and legal issues in the insulation industry and how they affect your business.	August 2
November	Industrial Issues	Industrial case studies illustrating the importance of correct insulation usage and how to tell if a plant has enough. Plus, simple ways to improve facility performance.	September 2
December	Insulation Maintenance	How to properly maintain insulation systems and what can be learned from insulation that is not well maintained.	October 1
2010–2011 Membership Directory & Resource Guide*		See the NIA <i>Membership Directory & Resource Guide</i> listing on page 9 for details.	N/A

Please send your press releases about new products, initiatives, and insulation-related news to editor@insulation.org for possible publication in *Insulation Outlook*.

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“We find *Insulation Outlook* to be a very good resource for information which is not only about our industry but helpful to our industry.”

Steven T. Oslica
Pittsburgh Corning Company
Director of Marketing

BONUS DISTRIBUTION

ADVERTISING CLOSE

MATERIALS DUE

<ul style="list-style-type: none"> ASHRAE's (American Society of Heating, Refrigerating and Air-Conditioning Engineers) AHR Expo GlobalCon 2010 NASEO (National Association of State Energy Officials) Winter Conference 	November 17	November 24
<ul style="list-style-type: none"> Alliance to Save Energy EE Global Conference & Tradeshow CSI (Construction Specifications Institute): Construct 2010 IIAR (International Institute of Ammonia Refrigeration) 2010 Industrial Refrigeration Conference NPRA (National Petrochemical and Refiners Association) Annual Meeting RCI Tradeshow and Convention 	December 15	December 22
<ul style="list-style-type: none"> NACE International: Corrosion 2010 NFPA (National Fire Protection Association) Conference & Exposition 	January 15	January 22
<ul style="list-style-type: none"> NIA's 55th Annual Convention Alliance to Save Energy EE Global Conference & Tradeshow SWICA (Southwest Insulation Contractors Association) Annual Convention SEICA (Southeastern Insulation Contractors Association) Annual Convention West Coast Energy Management Congress 2010/EMC * See the State of the Industry page for details 	February 15	February 22
<ul style="list-style-type: none"> TIAC (Thermal Insulation Association of Canada) Annual Conference MICA (Midwest Insulation Contractors Association) Annual Convention 	April 15	April 22
<ul style="list-style-type: none"> MetalCon International 	May 17	May 24
<ul style="list-style-type: none"> EcoBuild Fall GreenBuild Expo WEEC (World Energy Engineering Congress) 	June 15	June 22
<ul style="list-style-type: none"> CSIA/ESICA (Central States Insulation Association/Eastern States Insulation Contractors Association) Fall Conference MICA Annual Convention NASEO Annual Convention 	July 15	July 22
<ul style="list-style-type: none"> WICA (Western Insulation Contractors Association) Annual Convention 	August 16	August 23
<ul style="list-style-type: none"> NIA's Committee Days RETA (Refrigerating Engineers and Technicians Association) Conference 	September 15	September 22
<ul style="list-style-type: none"> ASHRAE's AHR Expo 2011 	October 15	October 22
<ul style="list-style-type: none"> All NIA Members <i>Insulation Outlook</i> Subscribers Regional Associations (SWICA, MICA, CSIA, ESICA, WICA, SEICA) TIAC FESI (European Federation of Associations of Insulation Contractors) 	August 5, 2010	August 16, 2010

Bonus Distribution: NIA distributes *Insulation Outlook* to attendees at selected trade shows, including all the regional insulation association meetings. If you're in the issue we distribute, that's hundreds of additional potential customers your ad will reach (shows are subject to change). The magazine is also sent to NIA's strategic partners, including members of AIA, AEE, ASHRAE, ASME, NASEO, and PIP. *Insulation Outlook* is also distributed to industry personnel through NIA events, including training classes and citywide and chapter presentations, and to elected officials in the federal and state governments.