

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 on a CD-ROM. All formats must include fonts and graphics linked to the original document. For PDFs, fonts and graphics must be embedded in the file. Please preflight your job before sending to *Insulation Outlook*. Also, *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 prints are not acceptable color proofs.

No ad changes will be accepted after the space reservation 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, correspondence, proofs, copy, complete advertising materials, and insert samples via express mail to Daphne Chien or Kim Kelemen.

The Townsend Group
7315 Wisconsin Ave
Suite West 750
Bethesda, MD 20814
301-215-6710 • Fax: 301-215-7704

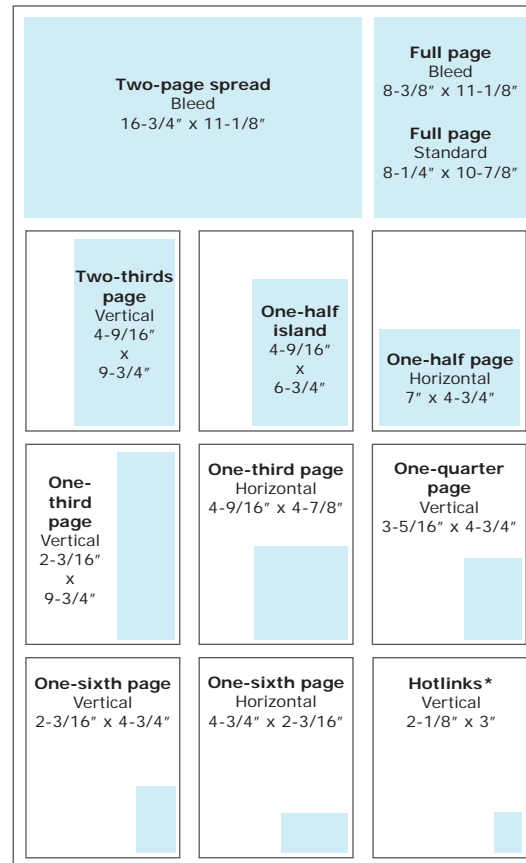
Advertising Contact: Contact Kim Kelemen at ads@insulation.org for pricing information and mechanical requirements.

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 and will be billed at the earned B&W rate per side. Binding the insert is included in the price. 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.

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 60 lb. paper)

Early Bird Discount

Sign up for your 2010 ad plan by November 17, 2009, and receive your 2010 ads at the 2009 price! All contracts received after November 17, 2009 will be billed at the 2010 rate shown below.

NIA Member Discounts*

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

10 percent—NIA Associate Members (manufacturers)

Four-color	1X***	3X	6X	11X	Directory
Two-page spread**	\$6,300	\$5,460	\$5,100	\$4,725	\$7,400
Full page**	\$4,260	\$3,675	\$3,550	\$3,415	\$4,820
Two-thirds page	\$3,780	\$3,280	\$3,190	\$3,075	\$4,395
One-half page	\$3,540	\$3,070	\$2,970	\$2,910	\$4,065
One-third page	\$3,300	\$2,860	\$2,755	\$2,655	\$3,760
One-quarter page	\$3,070	\$2,655	\$2,595	\$2,505	\$3,400
One-sixth page	\$2,700	\$2,335	\$2,260	\$2,180	\$2,715
Hotlinks	\$1,120	\$970	\$920	\$870	n/a
Two-color	1X***	3X	6X	11X	Directory
Two-page spread**	\$5,720	\$4,990	\$4,410	\$4,225	\$6,640
Full page**	\$3,680	\$3,175	\$3,055	\$2,900	\$4,280
Two-thirds page	\$3,200	\$2,760	\$2,680	\$2,580	\$3,800
One-half page	\$2,965	\$2,570	\$2,470	\$2,415	\$3,545
One-third page	\$2,900	\$2,505	\$2,250	\$2,160	\$3,245
One-quarter page	\$2,495	\$2,160	\$2,100	\$1,995	\$2,995
One-sixth page	\$2,115	\$1,830	\$1,760	\$1,665	\$2,205
Black & White	1X***	3X	6X	11X	Directory
Two-page spread**	\$4,680	\$4,015	\$3,660	\$3,280	\$5,355
Full page**	\$2,600	\$2,235	\$2,110	\$1,955	\$2,790
Two-thirds page	\$2,115	\$1,840	\$1,740	\$1,630	\$2,295
One-half page	\$1,945	\$1,630	\$1,525	\$1,460	\$2,100
One-third page	\$1,630	\$1,420	\$1,315	\$1,215	\$1,785
One-quarter page	\$1,410	\$1,215	\$1,155	\$1,055	\$1,525
One-sixth page	\$1,040	\$895	\$840	\$735	\$1,260
Other Advertising Opportunities					
Inserts, bellybands, gatefolds, and mailings			Pricing available upon request		
NIA News Classified Ads		\$500	Free classified ad designs available upon request		

“Insulation Outlook puts our customer base in easy reach. It’s such an effective way to communicate that, in addition to regular ads, we also invest in specialty advertising.”

Trent Ogilvie
Roxul
President

Key Decision Makers: Architects, Building Inspectors, Consulting Engineers, Insulation Contractors, Insulation Fabricators, Energy/Environmental Engineers, Maintenance Engineers, Mechanical Contractors, Mechanical Engineers, Plant Managers, Plant Owners, Specifying Engineers

Key Industries: Chemical, Commercial, Food Processing, Gas Processing, Institutional, Petroleum, Power, Pulp & Paper, Utilities

- * 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 a 10-percent premium when purchased at a one-time frequency. Advertisers will receive a rebate if they purchase subsequent ads.