



INSULATE.ORG

A photograph of a modern residential building complex, likely a townhome or apartment development. The building has a mix of red, beige, and white siding, with multiple windows and a prominent gabled roofline. The sky is bright blue with scattered white clouds. The image is framed by large, stylized geometric shapes in blue, orange, and grey.

ICAA MEDIA GUIDE

FOR MORE INFORMATION, PLEASE CONTACT:

Vicki Sherman

Publication Director

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352-333-3417

- *Membership Directory & Buyers Guide* (print and digital)
- *Insulation Nation* annual magazine (print and digital)
- *Online Contractor Locator and Buyers Guide*

NAYLOR 
ASSOCIATION SOLUTIONS



BY THE NUMBERS

\$4 B

ICAA members have an annual buying power of more than \$4 billion.

90%

Members perform 90% of the residential, commercial, and industrial contracting work in the U.S.

4.5%

Private spending on home improvements is projected to increase at an average rate of 4.5% per year until 2020.

\$9.2 B

Total industry revenue is anticipated to grow at an average annual rate of 2.8% to \$9.2 billion in 2020.

ICAA PUBLICATIONS



Showcase your products and services to the professionals who complete 90% of insulation contracting work in the U.S.

Our contractors are in constant need of products and services including:

- Blower machines
- Cellulose
- Coatings
- Fiberglass
- Firestopping
- Infrared imaging systems
- Reflective/radiant barriers
- Safety equipment
- Spray polyurethane foam
- Vacuums
- And many more!

INSULATION CONTRACTORS
ICAA
ASSOCIATION OF AMERICA

INSULATION NATION™ annual magazine

The official publication of Insulation Contractors Association of America

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x
Double Page Spread	\$3,419.50
Outside Back Cover	\$3,169.50
Inside Front or Inside Back Cover	\$2,839.50
Full Page	\$2,299.50
2/3 Page	\$1,979.50
1/2 Page Island	\$1,699.50
1/2 Page	\$1,459.50
1/3 Page	\$1,099.50
1/4 Page	\$839.50
1/6 Page	\$659.50
1/8 Page	\$519.50

Black-and-White Rates	1x
Full Page	\$1,499.50
2/3 Page	\$1,289.50
1/2 Page Island	\$1,109.50
1/2 Page	\$949.50
1/3 Page	\$719.50
1/4 Page	\$549.50
1/6 Page	\$429.50
1/8 Page	\$339.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship Max | \$750

Skyscraper | \$970

Toolbar | \$430

Leaderboard | \$950

Bellyband | \$1,000

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

INSULATION NATION™ annual magazine

The official publication of Insulation Contractors Association of America



Extend your print advertising investment with the unique benefits of digital media!

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on ICAA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *Insulation Nation* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Toolbar | \$430

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$970

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$1,000

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Leaderboard | \$950

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship MAX* | \$750

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

For the latest online specs, please visit: <http://www.naylor.com/onlineSpecs>



ICAA MEMBERSHIP DIRECTORY & BUYERS GUIDE

The official publication of Insulation Contractors Association of America

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
 Position Guarantee: 15% Premium

Full-Color Rates	1x
Double Page Spread	\$4,529.50
Outside Back Cover	\$3,989.50
Inside Front or Inside Back Cover	\$3,659.50
Tab*	\$3,340.00
Full Page	\$3,119.50
2/3 Page	\$2,429.50
1/2 Page	\$1,679.50
1/3 Page	\$1,329.50
1/4 Page	\$1,049.50
1/6 Page	\$819.50
1/8 Page	\$559.50

Black-and-White Rates	1x
Full Page	\$2,109.50
2/3 Page	\$1,839.50
1/2 Page	\$1,349.50
1/3 Page	\$989.50
1/4 Page	\$779.50
1/6 Page	\$679.50
1/8 Page	\$439.50

*Tab space is for ICAA members only.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | \$770 Skyscraper | \$1,000 Toolbar | \$440 Leaderboard | \$980

Members who purchase a 1/2-page ad or larger will receive a FREE BLACK-AND-WHITE LOGO above their member listing in the Membership Directory & Buyers Guide!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

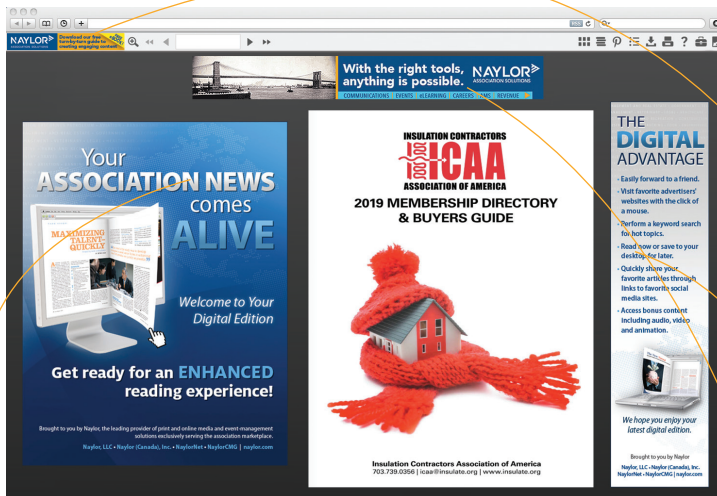
ICAA MEMBERSHIP DIRECTORY & BUYERS GUIDE

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- Members and readers receive each issue via email and each new issue is posted on ICAA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the directory is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Sponsorship MAX* | \$790

Your message will be prominently displayed directly across from the cover of the magazine.

**Video capabilities are not supported for Sponsorship MAX.*

Toolbar | \$450

Your company name is displayed on the toolbar, found in the top corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$1,030

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Leaderboard | \$1,010

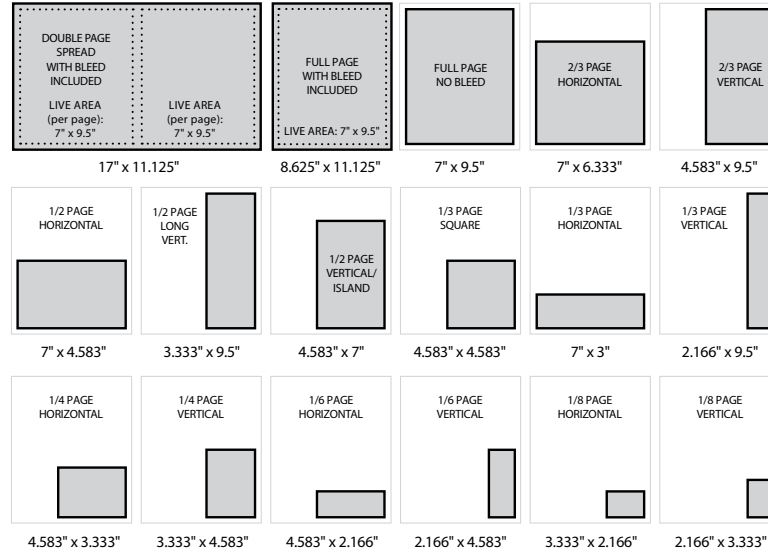
The Leaderboard ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

For the latest online specs, please visit: <http://www.naylor.com/onlinepecs>

PRINT ADVERTISING SPECIFICATIONS

INSULATION NATION annual magazine

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

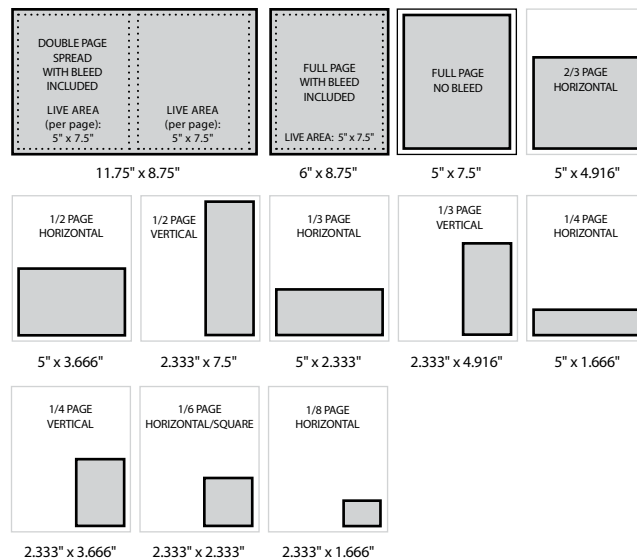
Go to the Naylor website at www.naylor.com

Proofs and Revisions

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ICAA MEMBERSHIP DIRECTORY & BUYERS GUIDE

Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

Insulation Nation

- 1 page / 1 surface: 8.375" x 10.875"
- 1 page / 2 Surface: 8.375" x 10.875"
- 2 Pg / 4 Surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal flyersheets: 8.5" x 11"

ICAA Membership Directory & Buyers Guide

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

Digital Edition

For more information, visit:
<http://www.naylor.com/onlinespecs>

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ONLINE CONTRACTOR LOCATOR AND BUYERS GUIDE

WWW.ICAA.OFFICIALBUYERSGUIDE.NET



The *Online Contractor Locator and Buyers Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, the *Online Contractor Locator and Buyers Guide* makes it easy to locate products and professional services geared to the insulation industry.

A Reference at Your Fingertips:

- Cross-promoted in other ICAA communication pieces
- Optimized to drive traffic from search engines and the ICAA home page
- Efficient browsing with fewer clicks
- Users can set the guide as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

On average, the Buyers Guide receives:

- More than 540 sessions (visits) per month
- More than 3,050 page views per month
- Nearly 6 pages viewed per session
- Over 3 minutes spent on site per session

Traffic from February - July 2017



The purchase of any display ad comes with a **COMPLIMENTARY Premier Listing – a \$315 value!**



Curtain Ad – EXCLUSIVE POSITION | \$2,760

Display your business uniquely on the home page of the *Online Contractor Locator and Buyers Guide*. With the move of a mouse, your company's message sweeps down over the site, drawing attention and visitors to your website.

Run-of-Site Horizontal Banner | \$1,840

The Horizontal Banner displays your message in the header of every page of the *Online Contractor Locator and Buyers Guide*. A maximum of four ads may rotate in this highly visible position.

Run-of-Site Rectangle | \$2,380

These rectangle ads appear on every page of the *Online Contractor Locator and Buyers Guide*. A maximum of four ads will rotate in these two positions.

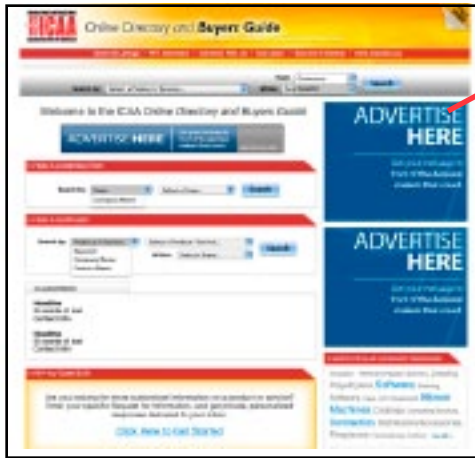
Run-of-Site Micro Banners | \$1,300

The Micro Banner ads displays on all pages of the *Online Contractor Locator and Buyers Guide*. These two positions are exclusive with no rotation.

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ONLINE CONTRACTOR LOCATOR AND BUYERS GUIDE

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Run-of-Site Rectangle Ads | \$2,380

Rectangle Ads appear in the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. Two advertisers maximum rotate per position.

The purchase of any display ad comes with a **COMPLIMENTARY Premier Listing** – a \$325 value!



Premier Listing Package | \$325

Premier Listings are designed to offer heightened visibility within Online Contractor Locator and Buyers Guide. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Full-color company logo
- Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts
- Extended company profile and products and services listing
- Full-color product image and description — can be hyperlinked to any Web page of your choice
- Google™ Map It! — displays a Google™ map of your business location
- Google™ site search — allows users to search your company website directly from your Premier Listing
- Request for information — generates a form through which users can contact a designated representative from your business directly

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ONLINE CONTRACTOR LOCATOR AND BUYERS GUIDE

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Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business

The purchase of any display ad comes with a **COMPLIMENTARY Premier Listing – a \$325 value!**



MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the Online Contractor Locator and Buyers Guide, your company is the first that they see. Includes Premier Listing upgrade.

Category Sponsor #1 | \$975

Category Sponsor #2 | \$865

Category Sponsor #3 | \$755



Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$215

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PREMIER LISTINGS VERSUS BASIC LISTINGS



Premier Listing includes:

- Premium Placement Above Basic Listings
- **Full-Color Company Logo**
- Company Name
- **Company Contacts**
- - *Up to five with separate title, email and phone number for each person*
- Full Mailing Address
- Phone Number
- Fax Number
- **Active Web link**
- Active Email
- **Active Facebook, Twitter and LinkedIn links**
- **"Forward to a Friend" Capability**
- **Product/Service Category Listings**
- - *Includes five categories of your choice*
- - *Additional categories available for \$50 each*
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing

Basic Listing includes:

- Company Name
- Company Contact
- - *Limited to one person*
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
- - *Limited to one category*
- - *Assigned by association*