



SPRAY POLYURETHANE FOAM ALLIANCE
SPFA
MEDIA KIT

Tap into a market with **\$3.5 billion** in annual buying power.

- *SPRAYFOAM Professional*
- *Membership Directory & Buyers' Guide*
- *SPRAYFOAM PRO Newswire*



FOR MORE INFORMATION, PLEASE CONTACT:

www.sprayfoam.org

NAYLOR 
ASSOCIATION SOLUTIONS

Join a Growing Industry!

- The SPF industry spend **\$3.5 billion** per year on products and services.
- Our members make up **1/2** of the industry's total sales.
- The US insulation market is expected to **exceed \$10 billion by 2018**.
- **Residential construction has become the leading insulation consumer**, accounting for about half of the total US insulation market.
- Industry revenue is growing at an **annual rate of 2.4%** over the next five years, reaching **\$12.6 billion by 2021**.



Membership Directory & Buyers' Guide
 Print & Digital



SPRAYFOAM Professional
 Print & Digital



SPRAYFOAM PRO
 Newswire
 eNewsletter

Reach Key Players...

...by getting in front of decision-makers!



Contact your Naylor representative today!

2018 Content Calendar*

Issue	Features/Topics	Deadlines
<p>Spring 2018</p> <p><i>Ships: January 2018</i> with bonus distribution at Sprayfoam 2018</p>	<p>Conference Preview Featured Speaker: Reid Ribbel: NRCA Keynote Speaker: Jeff Havens: Workplace Satisfaction</p> <p>Conference Sponsors Rick Duncan on Roofing & Insulation Codes updates Laverne Daiglish on Air Barrier Association of America Alaska: Sprayfoam distributed resources & demand response Julie Fornaro: Marketing Sprayfoam in the digital age</p>	<p>Reservation Deadline: November 29, 2017</p> <p>Materials due: December 1, 2017</p>
<p>Summer 2018</p> <p><i>Ships: April 2018</i></p>	<p>Roofing Shows Flood Awareness Severe Weather Prep Low GWP Blowing Agents LCA/EPD Revision Project George Thompson Chemical Safety National Construction Week - OSHA Contractor Safety Program Post-Conference Recap</p>	<p>Reservation Deadline: March 9, 2018</p> <p>Materials due: March 13, 2018</p>
<p>Fall 2018</p> <p><i>Ships: August 2018</i></p>	<p>Pacific Coast Builders Show Getting ready for the 2019 California Building Efficiency Standards, Title 24</p> <p>October is National Fire Protection Week How un-vented attics can produce the spread of wildfires Ignition barriers and thermal barriers Rig fire safety programs</p> <p>How Design Teams Use Sprayfoam to Solve Problems</p>	<p>Reservation Deadline: June 27, 2018</p> <p>Materials due: June 29, 2018</p>
<p>Winter 2018</p> <p><i>Ships: November 2018</i></p>	<p>Veterans Day: Veteran-Owned Business in the Sprayfoam Industry Transition between military and running a business</p> <p>PCP Reminders about Renewals & Certifications Greenbuild: Architectural Standards/Resources Net-Zero Messaging SPF Basics</p>	<p>Reservation Deadline: September 20, 2018</p> <p>Materials due: September 24, 2018</p>

Departments:

- Executive Director's Corner
- President's Post
- Letters from the SPF Community
- Foam Business News
- SPFA Today
- Ask the Expert
- Air Barrier Association of America (ABAA) News
- Safety First
- Speaking Sensibly
- Legislative Update
- Project Spotlight (National Industry Excellence Award Winners)
- Behind the Foam
- Technology's Turn/Business Sense

*Editorial Plan is tentative and subject to change

Membership Directory & Buyers' Guide

Net Advertising Rates

All rates include an ad link in the digital edition of the directory.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color

	Rate
Double Page Spread	\$3,379.50
Outside Back Cover	\$3,549.50
Inside Front or Inside Back Cover	\$3,199.50
Full Page	\$2,699.50
2/3 Page	\$2,309.50
1/2 Page	\$1,599.50
1/3 Page	\$1,049.50
1/4 Page	\$659.50
1/6 Page	\$449.50
1/8 Page	\$379.50

Black-and-White

	Rate
Full Page	\$1,699.50
2/3 Page	\$1,319.50
1/2 Page	\$1,089.50
1/3 Page	\$809.50
1/4 Page	\$489.50
1/6 Page	\$419.50
1/8 Page	\$329.50

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

Skyscraper | \$825 **Sponsorship Max** | \$720 **Sponsorship** | \$515 **Toolbar** | \$360

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of July 2017)

Membership Directory & Buyers' Guide

SPRAYFOAM Professional

Net Advertising Rates

All rates include an ad link in the digital edition of the magazine or directory. **Revisions and Proofs: \$50.00**
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x	Directory
Double Page Spread	\$3,379.50	\$3,209.50	\$3,039.50	\$3,379.50
Outside Back Cover	\$3,549.50	\$3,409.50	\$3,279.50	\$3,549.50
Inside Front or Inside Back Cover	\$3,199.50	\$3,059.50	\$2,929.50	\$3,199.50
Full Page	\$2,699.50	\$2,559.50	\$2,429.50	\$2,699.50
2/3 Page	\$2,309.50	\$2,189.50	\$2,079.50	\$2,309.50
1/2 Page	\$1,599.50	\$1,519.50	\$1,439.50	\$1,599.50
1/3 Page	\$1,049.50	\$999.50	\$939.50	\$1,049.50
1/4 Page	\$659.50	\$629.50	\$589.50	\$659.50
1/6 Page	\$449.50	\$429.50	\$399.50	\$449.50
1/8 Page	\$379.50	\$359.50	\$339.50	\$379.50

Black-and-White Rates	1x	2-3x	4x	Directory
Full Page	\$1,699.50	\$1,609.50	\$1,529.50	\$1,699.50
2/3 Page	\$1,319.50	\$1,249.50	\$1,189.50	\$1,319.50
1/2 Page	\$1,089.50	\$1,039.50	\$979.50	\$1,089.50
1/3 Page	\$809.50	\$769.50	\$729.50	\$809.50
1/4 Page	\$489.50	\$469.50	\$439.50	\$489.50
1/6 Page	\$419.50	\$399.50	\$379.50	\$419.50
1/8 Page	\$329.50	\$309.50	\$299.50	\$329.50

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Digital Edition Branding Opportunities

Skyscraper | \$825 Sponsorship Max | \$720 Sponsorship | \$515
 Leaderboard (Magazine Only) | \$565 Toolbar | \$360

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

***Please ask your Naylor sales representative for information regarding additional advertising opportunities within the construction industry.**

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SPRAYFOAM Professional

digital edition

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

Fencepost Magazine is also available to members in a fully interactive digital magazine. Our digital magazine is mobile responsive and HTML5 optimized, providing readers with an exceptional user experience across all devices.

THE DIGITAL MAGAZINE LETS YOU:

- Include ads on an HTML 5 and mobile responsive platform
- Link your ad to the landing page of your choice
- 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 AFA's website. A full archive of past issues is available, ensuring longevity for your online presence



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$1,000

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$800

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$700

4 2nd TOC Mobile Banner | \$550

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,100

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$300

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Half-Page Insert | \$500

• 2/3 Page Outsert | \$650

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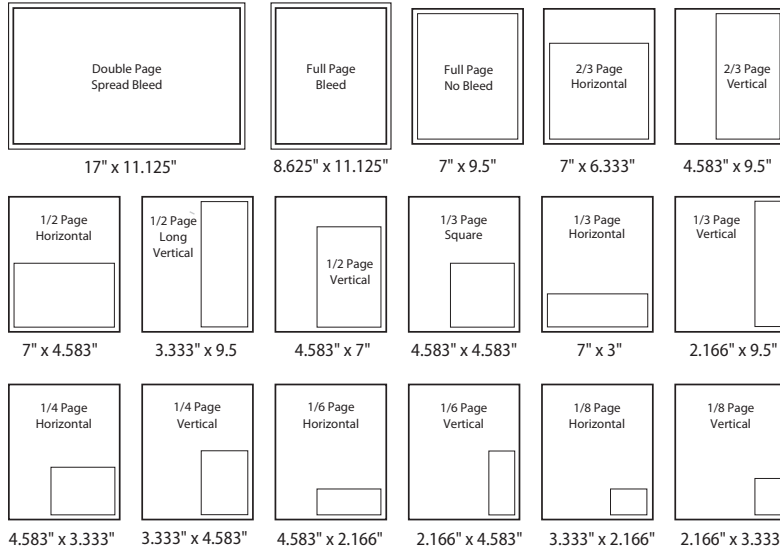
For the latest online specs, please visit www.naylor.com/onlinespecs

Membership Directory & Buyers' Guide

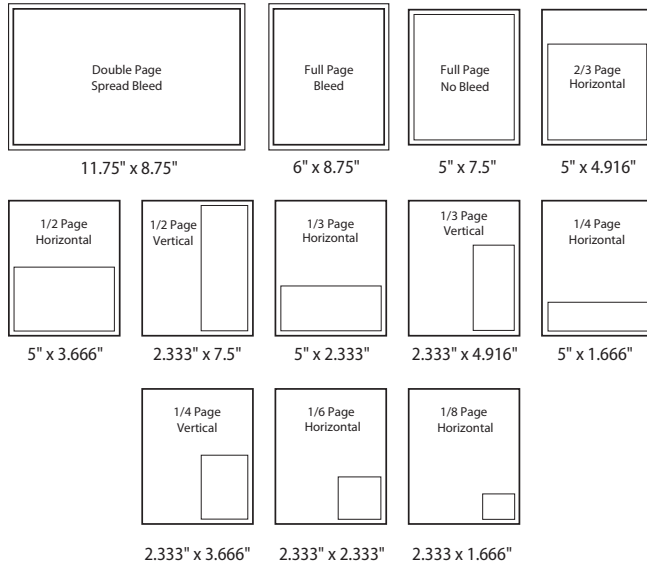
SPRAYFOAM Professional

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



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

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.

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.

Directory/Magazine:

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Roster:

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Digital Edition - For more information, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

1 Pg / 2 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Postal flyersheets 8.5" x 11"

Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"

Heavy Card Stock Insert 5.25" x 8.25"

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Membership Directory & Buyers' Guide

Digital Edition - www.naylor.com/spf-directory

In addition to print, the *Membership Directory & Buyers' Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *The directory is emailed to readers as well as posted on SPFA's website. An archive of directories is available, securing your ad a lasting online presence.*

Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire directory**
- **Navigate and magnify pages with one click**
- **Read online or download and print for later**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**

The Digital Edition of our
2016-2017 *Membership Directory & Buyers' Guide*
averaged nearly 45,000 pageviews!

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship Max | \$720

Digital Sponsorship | \$515

Your message will be prominently displayed directly across from the cover of the directory. Animation and video capabilities are available. Video capabilities not available for Sponsorship Max.

Digital Toolbar | \$360

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | \$825

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

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Membership Directory & Buyers' Guide

SPRAYFOAM Professional

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Spray Polyurethane Foam Alliance and strongly encourage our members to do business with vendors that support our association. Members know they can confidently select the quality products and services featured within the official resources of SPFA.

Accella Polyurethane Systems, LLC	International Pump Manufacturing, Inc.
BASF Corporation	JobProTechnology
Bayer Material Science	Johns Manville Insulation
Building Performance Institute	KARNAK Corporation
Building Professionals	LaPolla Industries, Inc.
Bullard	Light Engineering, Inc./ Next Generation Power Engineering
Burtin Polymer Laboratories, Inc. / Foametix	Lucas Products
C.J. Spray, Inc.	MCC Equipment & Service Center
Certainteed Corporation	NCFI Polyurethanes
CertainTeed Machine Works	Oak Ridge Foam & Coating Systems, Inc.
Chemours Company (Dupont)	Polyurethane Machinery Corporation (PMC)
Christian Fabrication	Premium Spray Products, Inc.
Chromaflo Technologies Corp	Quadrant Urethane Technologies
Coating & Foam Solutions, LLC	R&D Services, Inc.
Coating Holdings Ltd.	R.K. Hydro-Vac, Inc.
Convenience Products	RHH Foam Systems Inc.
Covestro	Rhino Linings Corporation
Demilec (USA), LLC	Schmidt & Dirks Design Inc.
Diamond Liners, Inc.	SES Foam
Dow Building Solutions	Shanghai Dongda Polyurethane Co., Ltd.
Dr. Energy Saver	Sharemy Sales & Service
Exova	Smart Choice Insulation & Roofing, Inc.
Fi-Foil Company, Inc.	Specialty Products, Inc. (SPI)
Foam Material and Equipment	Spray Foam Distributors
Foam Supplies, Inc.	Spray Foam Equipment & Manufacturing
Gaco Western Inc.	Spray Foam Gear
Global Specialty Products - USA, Inc.	Spray Foam NationSpray Polyurethane Par
Graco	SprayWorks Equipment Group, LLC
Honeywell Performance Materials and Technologies	Therma-Stor, LLC
Huntsman	Thermo Foam Systems
Icynene, Inc.	Tiger Foam Insulation
IDI Distributors, Inc. of Minnesota	Ultra-Aire
Inside Out Maintenance, Inc.	Vitaflex
International Fireproof Technology, Inc.	Yutzy Enterprises

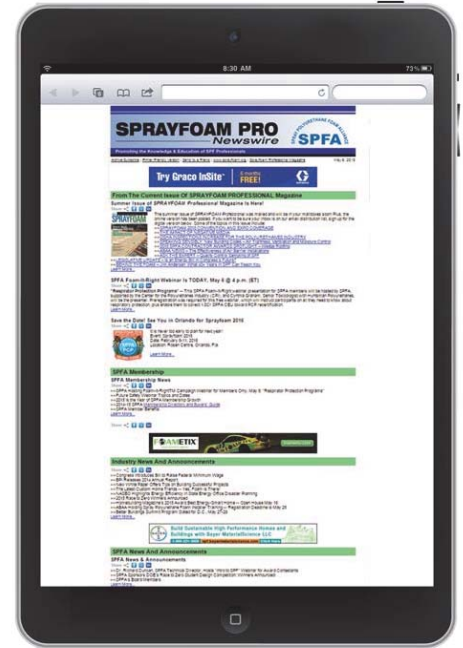
SPRAYFOAM Pro Newswire

About the eNewsletter

Now more than ever, professionals consume information on the go. Our *SPRAYFOAM PRO Newswire* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of sprayfoam industry decision-makers every other Tuesday
- In addition to being delivered to SPFA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other SPFA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events
- Reach SPFA members who represent \$400 million in annual buying power
- The *SPRAYFOAM PRO Newswire* gets 3,000 impressions per month



Horizontal Banner (468 x 60 pixels)

12 Months | \$4,650

- Eight spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distributed Biweekly Sections include:

- Hot Topics
- News Briefs
- Upcoming Events
- Industry News
- Member News

Online Specifications Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)
- Max file size 100 KB

Online Specifications -

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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