



ROOFING CONTRACTOR 2012 INTEGRATED MEDIA PLANNING GUIDE

NEW FOR 2012! Website redesign • www.roofingcontractor.com



Roofing
Contractor



THE Official
PUBLICATION
of the International Roofing Expo

AN INDEPENDENT VOICE



Roofing Contractor is your comprehensive resource to reach the **commercial and residential contractor**. An independent magazine since its inception in 1981, *Roofing Contractor's* bold, concise and timely editorial addresses issues critical to contractors and provides the information and insights that help contractors succeed. Our editorial team has over 48 combined years of experience reaching a national audience and covering all aspects of residential, commercial, industrial and institutional roofing. *Roofing Contractor* is free for qualifying contractors.

Circulation

Dec 2011 BPA Circulation Statement*

Roofing Contractors....	23,750 ...	95.0% of total
Other Contractors.....	600 ...	2.4% of total
Distributor/Jobber	650 ...	2.6% of total

Total BPA-Audited

circulation 25,000 ... 100.0%

Did You Know?

89% of subscribers indicate their title is **President/VP/Owner/ Partner/General Manager/ Director/Purchase Manager ***

79% of readers believe their company's total sales volume will increase in 2012.[^]



Led by more than
48 years
combined
industry
experience



Rick Damato
RC Editorial Director



John D'Annunzio
ARW Editorial Director



Chris King
RC & ARW Editor

Our mission is to help our readers succeed in business by providing them with superior information.



Sister brand *Architectural Roofing & Waterproofing (ARW)* is the only resource that deals with the technical aspects of roofing and waterproofing jobs. Developed for the architect, ARW covers commercial, residential, industrial and institutional applications both above and below grade. ARW produces a high-quality webinar series, E-Newsletter, print & digital publication and website.

INTEGRATED MEDIA OPPORTUNITIES



Reach your **Goals** with *Roofing Contractor*

*Dec 2011 Roofing Contractor BPAWW Statement (20,000 Print + 5,000 Digital) **BPAWW Interactive (January-June 2011 Monthly Averages) #Publisher's own data

2012 ROOFING CONTRACTOR EDITORIAL CALENDAR

January Ad close: Nov. 22, 2011

Theme

- Manufacturers Spotlight
 - IRE Pre-Show Issue
 - IRE Ticket to the Show-
- Ad close: Nov. 11, 2011



Residential Topic

Composite/Synthetic Shingles

Commercial Topic

Single-Ply Systems

E-Newsletters & Webinars

Software

Bonus Distribution

- CRCA: Jan 19-20, Oakbrook Terrace, IL
- Spray Foam: Jan. 30-Feb. 2, Dallas
- SPRI: Jan. 13-15, Fort Myers, FL
- IBS: Feb. 8-11, Orlando

February Ad close: Jan. 6, 2012

Theme

- IRE Show Issue
- State of the Industry Report
- IRE Show Dailies

Residential Topic

Ventilation

Product Focus

Ventilation Products and Systems

Commercial Topic

Metal Roofing

E-Newsletters & Webinars

State of the Industry

Product & Literature Showcase

Bonus Distribution

- IRE: Feb. 22-24, Orlando



March Ad close: Jan. 31, 2012

Theme

- Jobsite Safety

Residential Topic

Fall Protection

Product Focus

Safety Equipment

Commercial Topic

Jobsite Safety Analysis

E-Newsletters & Webinars

Fall Protection

Bonus Distribution

- NERCA: March 20-22, Mashantucket, CT
- RCI: March 15-20, Dallas



April Ad close: March 1, 2012

Theme

- Editor's Choice Products
- Cool Roofing Plus: Spring Edition

Residential Topic

Shakes and Tile

Product Focus

Adhesives and Fasteners

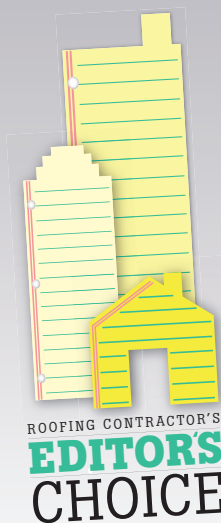
Commercial Topic

Garden Roofs

E-Newsletters & Webinars

Green Roofs

Product & Literature Showcase



May Ad close: April 3, 2012

Theme

- Tool & Equipment Issue

Residential Topic

Hand Tools

Product Focus

Tools & Equipment

Commercial Topic

Single-Ply Systems

E-Newsletters & Webinars

Hot New Products

Bonus Distribution

- AIA: May 17-19, Washington DC



June Ad close: May 4, 2012

Theme

- Maintenance, Repair and Restoration

Residential Topic

Retrofit Roofing

Product Focus

Underlayments

Commercial Topic

Spray Polyurethane Foam

E-Newsletters & Webinars

Service & Maintenance

Bonus Distribution

- WSRCA: June 24-27, Las Vegas
- FRSA: June 27-30, Orlando



2012 ROOFING CONTRACTOR EDITORIAL CALENDAR

July Ad close: June 1, 2012

Theme

- Distribution and the Supply Chain
- Case Studies
- Profiles of Specific Commercial and Residential Applications

Residential Topic

Installation Tips

Product Focus

Roll Forming Equipment

Commercial Topic

Roof Decks

E-Newsletters & Webinars

Cover Boards



August Ad close: June 29, 2012

Theme

- Top 100 Contractors

Residential Topic

Asphalt/
Laminate
Shingles

Product Focus

Skylights,
Daylighting and
Solar Collectors

Commercial Topic

Mod Bit and BUR Systems

E-Newsletters & Webinars

Coatings

Product & Literature Showcase

Bonus Distribution

- CONSTRUCT/CSI: Sept. 12-15, Phoenix



September Ad close: Aug. 1, 2012

Theme

- Recycling & Sustainability
- Cool Roofing Plus: Fall Edition

Residential Topic

Recycling

Product Focus

Garden Roofs

Commercial Topic

Solar Systems

E-Newsletters & Webinars

Sustainability

METALCON Ticket to the Show

Ad close: July 16, 2012

Bonus Distribution

- RCAT: Sept 26-28, San Antonio
- Roofing Contractor's 8th Annual "Best of Success" Conf.



October Ad close: Aug. 31, 2012

Theme

- Metal in the Market

Residential Topic

Metal Roof Details

Product Focus

Drip Edge,
Flashing & Gutters

Commercial Topic

Metal Roofing
Equipment

E-Newsletters & Webinars

Cool Metal Roofing

Bonus Distribution

- METALCON: Oct. 9-11, Chicago



November Ad close: Oct. 1, 2012

Theme

- 2012 Roofing Contractor of the Year
- 2013 Calendar

Residential Topic

Residential
Contractor of
the Year

Product Focus

Software

Commercial Topic

Commercial Contractor of the Year

E-Newsletters & Webinars

Sales & Marketing

Product & Literature Showcase

Bonus Distribution

- GreenBuild:
Nov 14-16, San Francisco
- MRCA: Dec 4-7, Grapevine, TX



December Ad close: Nov. 1, 2012

Theme

- 2013
Roofing
Resource
Guide Buyers
Guide: see page
15 for more
information.

E-Newsletters & Webinars

Edge Metal
Design and
Installation

Bonus

Distribution

- Distributed at the 2013 Trade Shows



RC ADVERTISING OPPORTUNITIES



1 **Manufacturers Spotlight** **January 2012**

Run a full-page advertisement in the January issue and receive a FREE page to profile your company's products, services and more. The FREE four-color advertorial page is your company's chance to stand out with your headline, a four-color photograph and 500 words of copy. It's two pages for the price of one!

2 **Product and Literature Showcase** **Feb, April, August, and November 2012**

The RC Product and Literature Showcase highlights your product or catalog item in a 1/8-page, four-color space. Feature an item (old or new) once or repeat the product for \$540 net (or \$189 if you advertise in the issue).

3 **Cool Roofing Plus** **April and September 2012**

These special sections focus on the growing green roofing industry including reflective coatings and membranes, recyclable materials, solar systems, metal roofing and appropriate insulation.

4 **Mobile Tags**

Connect your print and online content when smartphone users take a photo of your mobile tag, leading them to your web page. Great for product profiles, video content and e-mail.

5 **Online Toolbox** **May and October 2012**

Showcase your Website's online resources in the pages of RC. We take your logo and list your company name, web address and contact e-mail address. You can watch your Website traffic grow.

6 **Tool & Equipment Guide** **May 2012**

Combine editorial with your ad, for in-depth exposure of your product to over 25,000 subscribers. Our May issue includes the annual Tool & Equipment section. This year we're adding editorial to enhance coverage. This includes product photos and company contact information, helping potential leads to discover and contact you.

7 **Top100** **August 2012**

The Top 100 contractors will be listed in the August print and online issue. Roofing Contractor will also profile some companies from our list in the August issue. Participation is voluntary. Companies are invited to share their total 2011 revenue, as well as their peak number of staff members and what percentage of their work was residential versus commercial. Rankings are based on annual sales revenue.

Entry forms will be online in May 2012.

8 **The Roofing Contractor of the Year**

The Roofing Contractor of the Year will be profiled in our November issue. This is your chance to nominate a contractor that employs industry best practices, takes care of its employees, and excels at quality workmanship and customer satisfaction. Remember, we're not looking for the biggest contractors out there — we're looking for the best!

Entry forms will be available in July 2012.

RC's 2012 ROOFING RESOURCE

Make sure your company's sales message is seen all year long in **ROOFING CONTRACTOR'S 2012 ROOFING RESOURCE** Our Annual Buyers Guide

The 2012 Roofing Resource is the one place your customers can be sure to find you in print & online – and that means sales. The 2012 Roofing Resource, the December 2011 issue, reaches 25,000 roofing professionals and is used all year to purchase equipment and materials. It provides listings for products, manufacturers, trade names, dealers/distributors and more! Ensure your buyers will see your sales message all year long on our fully searchable online database! Use these great listing enhancements to boost your visibility and show off your products!

UPDATE YOUR LISTING ONLINE!

Please contact Linda Zdun at zdunl@bnpmedia.com for your custom login information.

roofingresource.roofingcontractor.com

2012 Roofing Resource Ad Closing
Listing Close Oct. 24, 2011
Ad Closing Oct. 28, 2011

> Premium Plus Listing

Includes Deluxe Listing PLUS 3 Product Shots in print and (one shot per category) with your company logo. Up to 3 sheets online. Premium ranking and designation online (1st) PLUS inclusion in the RFP (Request for Proposal) and choice of a Tile Ad, Product Specific Banner or Video. NEW! Ask how you can connect buyers to your social media

> Basic Listing - FREE for 2011 advertisers

Your listing will be printed in the 2012 Roofing Resource and will be in the searchable directory on the RC web site – www.roofingcontractor.com/roofingresource. Advertisers also receive an anchor listing.

> LogoPlus Listing (4-color)

Add a logo to your listing to make your company stand out in the Manufacturer or Distributor sections. Upgrade your listing to bold.

> Deluxe Listing

Your Logo will be printed in the directory and online, plus a HOT LINK to your Website for 12 months. Multiple product logos available.

> Product Shot

Color photos accompany your product listings in print. Product Shots feature your company's name. Size is 2" x 2".

> Mini-Ads

Purchase mini-ads to add to all your company's product categories in print. Width is 2".

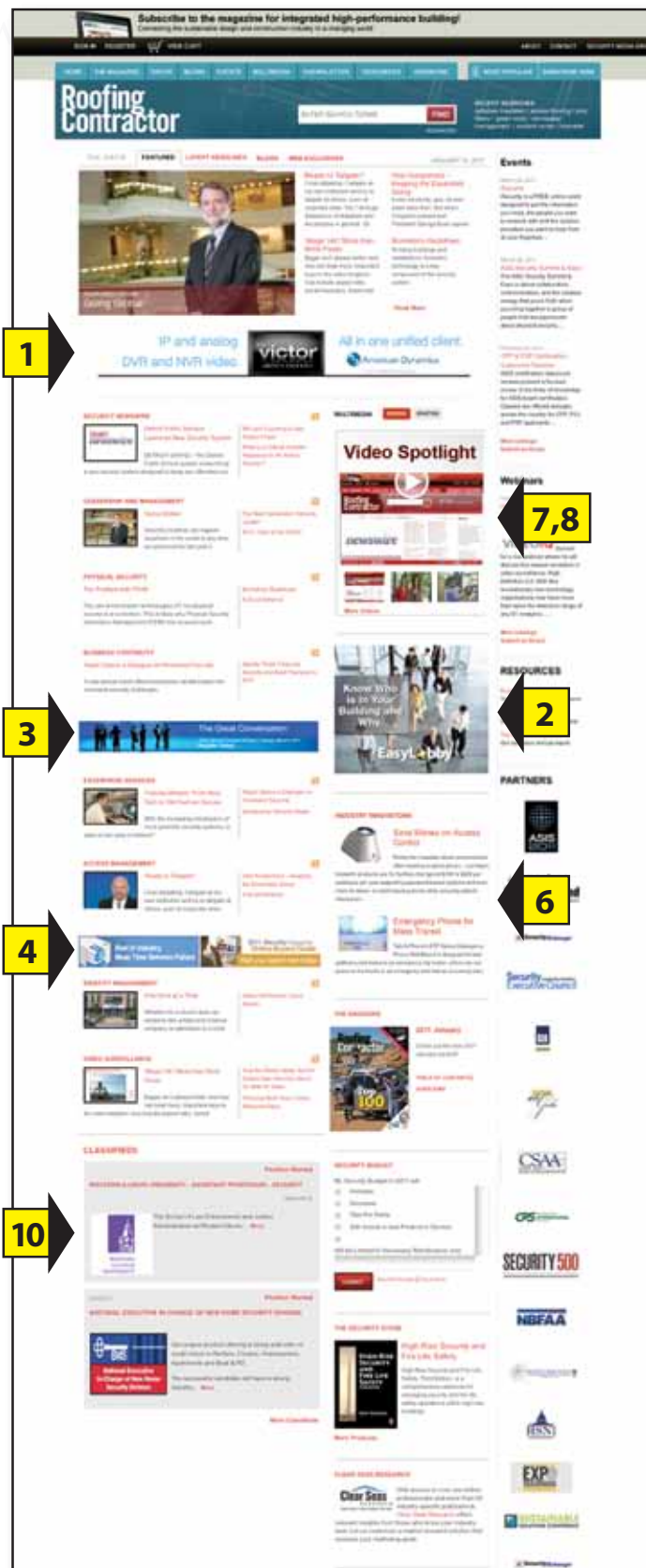
> Tab Divider Pages

Your company will gain exposure on the 2012 Roofing Resource tab divider page. This is a full page, 4-color ad on 80 lb. stock that divides the manufacturing, product and distributor sections. Only 6 available! First come first served.



View product data sheets for these companies at www.roofingcontractor.com/roofingresource

Contractor's bold, concise and timely editorial addresses issues critical to construction. Our editorial team has over 48 combined years of experience reaching a national audience. **RC WEBSITE** Roofing, Architectural Roofing & Waterproofing (ARW) is the only resource for commercial, residential, industrial and institutional applications both above and below grade. New



October 2011. Prices subject to change.

RoofingContractor.com has been **TOTALLY REDESIGNED** for a robust, efficient, and intuitive online experience. You'll find more information. More resources. More ways to do your job better. You'll love what's new:

> **Social sharing**

Easily "retweet" or "like" any article

> **Quicker navigation**

Fast access to features, blogs and Web exclusives

> **Easy and advanced keyword search**

Find article and event results, or narrow by date, author, issue and more

> **"Most Popular" tab**

See what others in your industry are reading

> **Comprehensive events calendar**

See and sort what's happening tomorrow, today

- 1 **Leaderboard** – 728 x 90 pixels
 - a. Run-of-site (R.O.S)
 - b. Rotation up to 5 ads

> More than 2x the size of a 468 x 60 banner ad
 > Minimal ad competition and above the fold on all sub pages
 \$3,750/Month gross • \$950/Month gross for print advertisers
- 2 **Medium Rectangle (Box Ad)** – 300 x 250 pixels
 - a. Run-of-site (R.O.S)
 - b. Rotation up to 5 ads

> More than 4x the size of a 125 x 125 tile ad
 > Minimal ad competition
 \$3,200/Month gross • \$750/Month gross for print advertisers
- 3 **Full Banner** – 468 x 60 pixels
 - a. Home Page only
 - b. Rotation up to 5 ads

\$2,400/Month gross • \$550/Month gross for print advertisers
- 4 **Half Banner (2 adjacent spots)** – 234 x 60
 - a. Home Page only
 - b. Rotation up to 5 ads

\$1,600/Month gross • \$325/Month gross for print advertisers
- 5 **Rich Media*** (not shown)
 - a. Expandable Leaderboard (R.O.S), expands down from leaderboard position

> Rotates
 - b. Floating Ad (home page only)

Additional cost for landing on home page, see placement options above
 - c. Page Peel Ad (exclusive, home page only)

\$4,000/Month gross • \$1,700/Month gross for print advertisers
- 6 **Product of the Month**
 - a. Exclusive home page positioning
 - b. Shows product name, teaser and photo
 - c. Includes Leaderboard ad on Product of the Month landing page

\$1,265/Month gross

RC WEBSITE

- 7 Supplied Videos** \$825/Month gross
 - a. Best-in-Class Video Player
 - b. Thumbnails to show Multiple Videos
 - c. R.O.S.
- 8 Additional Media Center Options** \$1,500/Month gross
 - a. Photo Gallery (R.O.S.): ask your sales rep for details
 - b. Video Player Module sponsorship - 728x90 ad on video player only. Exclusive
 - c. Podcast Player sponsorship (Coming Soon)
- 9 Exclusive Company Showrooms** (not shown) \$1,500/Month gross
 - a. or Online Product Profile (logo, 200 words, image, and company contact information)
- 10 Classified** (online only)
 - a. Three on home page at any given time.
 - b. Includes date posted, category, headline, company name, location, photo and description.
 30 days \$330 • 60 days \$600 • 90 days \$750

1 Leaderboard – 728 x 90
See #1 on Home Page

- 11 Wide Skyscraper** – 160 X 600
 - a. R.O.S. except home page
 - b. Rotation up to 5 ads
 - c. Above the Fold
 \$2,850/Month gross • \$750/Month gross for print advertisers

2 Medium Rectangle (Box Ad) – 300 x 250
See #2 on Home Page

- 12 Article Sponsorship Ad**
\$600/Month gross • \$200/Month gross for print advertisers

1 Leaderboard – 728 x 90
See #1 on Home Page

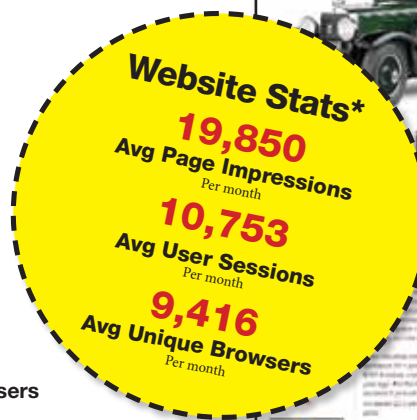
11 Wide Skyscraper – 160 X 600
See #11

2 Medium Rectangle (Box Ad) – 300 x 250
See #2 on Home Page

- 13 Topic Sponsorship** \$600/Month gross (ad package for targeted editorial topic)
 - a. Full Banner (exclusive) at 468 x 60 on one main topic page (ie, roofing or schools). see 13a
 - b. Wide Skyscraper (second position), 160 x 600 on (multiple) related article pages (rotatable). see 13b

Additional Ad Inventory (not shown)

- > Registration Login Page** \$1,200/Month gross
 - a. Medium Rectangle – 300 x 250
 - b. Exclusive
- > White Papers** \$600/Month gross
Host your PDF online. Showcased on the Home Page in the resources section Upgrades available, ask your sales rep for details.
- > Twitter Widget** (not shown) \$1,650/Month gross
 - > Widgets let you display your Twitter updates on our Home Page, customized to include specific usernames or hashtags if desired.
 - Includes Twitter page URL, hashtag, logo, and 25-word description.



13b



13a

Contractor's bold, concise and timely editorial addresses issues critical to construction. Our editorial team has over 48 combined years of experience reaching a national audience. Roofing, Architectural Roofing & Waterproofing (ARW) is the only resource for commercial, residential, industrial and institutional applications both above and below ground.

RC E-NEWS

Our popular electronic E-Newsletter reaches more than 12,000 opt-in only subscribers every month with informative news bytes. We also offer custom E-Newsletter options.



- 1 E-News Banner Ads (468 x 60 pixels)**
Use banner ads to increase awareness of your company, and announce new products and events.
Top Banner \$1,150/Month gross
Additional Banner Positions \$605/Month gross
- 2 Title Ad (125 x 125 pixels)**
\$1,150/Month gross
- 3 Product of the Month, eProducts and E-News Text Ads**
Ad includes 100 words of text plus a photo and hotlink. Perfect for new product release or to highlight an existing product.
Product of the Month \$1,150/Month gross
E-News Text Ads \$825/Month gross
- 4 Streaming Video**
\$1,150/Month gross
- 5 E-News Skyscraper Ads (120 x 600) (Not Shown)**
\$1,150/Month gross
- > Custom E-Newsletter (Not Shown)**
2012 Custom e-Newsletter Rates with Premium Lead Package:
11-15k names = \$6764 gross
6-10k names = \$5882 gross
1-5k names = \$4705 gross

RC WEBINARS



Generate Leads While Educating Industry Decision-Makers

You can't meet face-to-face with every industry decision maker, but you can interact with each of them during a Webinar. Build brand awareness, become a leader and generate sales leads. You choose the content and speakers, and we'll market and execute your event. Schedule your customized Webinar program today!

During 2010 thru June 2011, Roofing Contractor hosted 10 Webinars. These 10 Webinars generated a total of 3,663 leads!

That's 366 leads per webinar!

Past Webinar topics have included:

- > State of the Industry
- > Craft a Great Customer Experience
- > Eye-Fi: Give Your Camera Wi-Fi
- > How I Tripled My Sales In 3 Years Using Technology
- > Attention Contractors: Top 4 Ways to Create Profit Now!
- > Sustainable Commercial Roofing
- > Fall Protection: Insuring Safety on the Jobsite

RC handles all of the marketing, moderating and production of the event.

You choose the topic, speaker.

Post event, we send you a link with all the of the lead information.

Webinars start at \$10,000 gross.

RC DIGITAL EDITIONS



The **RC Digital Edition** is e-mailed every month to opt-in RC subscribers. The archives are hosted for 12 months on our Website, and all print advertisers get their ad placed in the Digital Edition. Check out our rich media options and how they enhance your ad.

➤ **Sponsor Digital Editions**

Includes opposite cover position + link in navigation bar and logo on Web Table of Contents in print.
\$4,500/Month gross

➤ **Generate Leads**

Insert a call back card or business reply card to provide the reader a method to interact with the advertiser.

➤ **Capture Attention**

The Digital Edition includes options to make your ad stand out:

● **Blow-In Card**

Similar to an insert in a print publication

● **Belly Band**

Positioned between the top and bottom of any page, belly bands are inserted between two pages and can be static or animated. Animated versions include ad space on the front and back.

● **Index Tab**

Tabs stand outside of the magazine's edge, allowing readers to quickly locate your full-page ad.

● **Article Text View**

Formats the text in your ad so it can be translated into other languages and makes it easier to read on mobile devices.

● **Other Options**

Other options include Flash Animation, a digital edition only full-page ad, and Gatefold/Barn Door ads.



➤ **Rotating Banner Ads**

Located in the left, right, and below margins of each digital edition spread.

Wide Skyscraper: 160 x 600

Skyscraper: 120 x 600

Horizontal: 728 x 90

➤ **Sponsor Logos**

Loading: While the publication is loading a logo can be presented to the reader

Toolbar: A log can be placed in the toolbar that is always visible to the reader.

➤ **Streaming Media:**

Embed audio, video or flash animation to spice up your ad. Video can be set to start when the page loads or click to play. No space to embed video? Add a custom icon on the page for readers to click and open video or audio in a pop-up window.
\$750/Month gross

RC CUSTOM MEDIA

RC CUSTOM E-NEWSLETTERS

Great Content = Great Customers

Why is it Time to Develop Your Own E-Newsletter?

- Stay in touch with your past, present and future customers
- Show your products and/or services as solutions to industry problems. Tap into RC's trusted subscriber base of roofing contractors.
- We handle the design and production of the eNewsletter to our targeted subscription base.
- The content, ads and links come from you.
- After the blast, you'll receive a full stat report and lead information on anyone that clicks within your content of the eNewsletter.

Custom E-News Subscriber Profile

Business

Roofing Contractors: 92.2%
Other Contractor: 4.2%
Distributor: 3.6%

Title

President/Vice President: 74.2%
General Manager/Director: 10.9%
Sales Mgr/Estimator: 10.8%
Foreman/Supervisor/App: 4.1%

Quality Leads

- Enhance your custom E-Newsletter with our leads package to receive a lead list of those that clicked within your E-Newsletter links!

2012 Custom e-Newsletter Rates with Premium Lead Package:

11-15k names = \$6764 gross
6-10k names = \$5882 gross
1-5k names = \$4705 gross



RC CUSTOM iPad APPS

Looking for something unique. We will create a special edition of RC available on the iPad. We will interview contractors that use your product or use your corporate brochure made for the iPad.

Contractor's bold, concise and timely editorial addresses issues critical to commercial roofing. From structural roofing & waterproofing (TFRW) is the only resource for commercial, residential, industrial and institutional applications both above and below

RC BEST OF SUCCESS CONFERENCE



GET INSPIRED to improve your business at **Best of Success!**

The 8th year of this innovative conference is guaranteed to be bigger and better than ever. Best of Success delivers a series of motivational speakers and contractor panelists. Topics include using online video to reach your customers; sales and marketing strategies; building customer relationships; business management and more.



Why this is a must-attend event in 2012:

- **Education.** Gain invaluable knowledge from experienced industry leaders.
- **Product Vouchers.** Receive product savings vouchers from each conference sponsor.
- **Networking.** Exclusive networking opportunities with your industry peers in a relaxed environment.



The conference more than pays for itself!

2012 Date and Location:
September 24-25, 2012
Omni Interlocken
Denver, Co



www.bestofsuccessconference.com

RC ADDITIONAL DIGITAL OPPORTUNITIES

Podcasts

Roofing Contractor's podcasts are MP3 audio files you can download from our Website and listen to with an MP3 player or computer. These short messages pack a lot of information into a few minutes.

Sponsorships include:

- A 25-word commercial/company message read by the moderator of the podcast.
 - A logo and web link on the Podcast Web Page archived for 12 months.
 - A link to post the podcast on your site, and promotions in our E-Newsletter and social media networks.
- \$500/net Multiple Sponsors (Maximum of three sponsors)

Exclusive Custom Podcasts:

Include 5-10 minutes of audio with your company representative to discuss trends, case studies, products and company initiatives.

Exclusive Custom Podcast: \$1,500/net

Integrated Media Opportunities

- Microsite - \$910/Month gross
- Web countdown clock - \$2,750/Month gross
- Blog sponsorship - \$1,050/Month gross



Roofing Contractor Has Even More Options!



RC & THE INTERNATIONAL ROOFING EXPO



2012 International Roofing Expo February 22-24, Orlando

Roofing Contractor has partnered with IRE again in 2012! Our Ticket to the Show Guide, Show Dailies, and eShow Dailies are THE WAY to take your industry presence a step further at IRE. Use all three platforms to deliver your message to 25,000 BPA-audited subscribers* plus more than 9,000 exhibitors and attendees!

1 Ticket to the Show - The Pocket Guide Ad Close Date: November 10

• Pre-Show Coverage • Tipped Into the January Issue of RC • Distribution at Show • Distributed at ALL IRE Hotel Rooms before the Opening Day

Costs: \$4,103 gross per page • Cover 4 \$5,605 gross

2 OnSite Show Dailies

Two official International Roofing Expo Show Dailies will be published during the 2012 International Roofing Expo event in Florida. Each TABLOID-SIZED Daily will cover two event days, helping you reach an estimated 9,000+ captive attendees and exhibitors!! The International Roofing Expo Show Dailies are the EXCLUSIVE Show Dailies approved and endorsed by Hanley Wood Exhibitions.

Free Product Listing: If you are featuring a new product at the 2012 IRE, send us a 50-word write-up, a photo, and your booth number and we will include it in our Show Daily Product Round-up. Send product releases to Editor Chris King (kingc@bnpmedia.com) or call 248-244-6497 for more information. The deadline for entries is Dec 22, 2011.

3 OnSite eShow Daily eblasts

The Onsite eEdition is done for three days during IRE, and it's sent to RC subscribers, attendees, and exhibitors each morning of the show.

> NEW Product Demo Video Include a 2 minute video with your Product Listing in our eEdition. You provide the URL for the video.

Onsite eShow Daily eblast Sponsorship Pricing (gross):

Main Sponsor (banner ad) - \$7,060 total all 3 or \$2940/Sponsorship

Exhibitor List - \$1410 - 2 available

Schedule of Events - \$1765 - one only

Industry News Sponsor - \$1410 - one only

New Products Sponsor - \$1410 - one only

Weather Sponsor - \$1764 - one only

Video - \$7060 total all 3 or \$2940/Sponsorship

2. OnSite Show Daily Pricing

	Black and White	2-Color	4-Color
Ad Size	Gross	Gross	Gross
Tabloid	\$4,710	\$5,335	\$6,155
Junior-page	3,925	4,565	5,355
2/3 Page	3,445	4,085	4,875
1/2 Island	3,135	3,770	4,565
1/2 Page	2,975	3,615	4,440
1/3 Page	2,025	2,655	3,445
1/4 Page	1,545	2,185	2,975
Cover 2 (4-Color Only):	\$7,380	Front Cover Corner Cut: \$3,965 (must have full-page ad inside)	
Cover 3 (4-Color Only):	\$7,380		
Cover 4 (4-Color Only):	\$8,700		
Belly Band: consult publisher • Bound-In Inserts: consult publisher			

RC DIGITAL CHECKLIST

RC DIGITAL CHECKLIST

[Please complete this form and attach with your disk & proof.]

By following this checklist, we will be communicating on the same platform to achieve your marketing goal (as technology advances this may change slightly). We will advise you of any production concerns, and potential remedies for those concerns.

The Checklist

if the answer is no to any of the items below, please contact your BNP production representative.

Files

- ☐ Y ☐ N ☐ n/a Files are Macintosh platform
- ☐ Y ☐ N ☐ n/a Either Adobe Indesign (CS3 or lower) or QuarkXPress (7 or lower) is the primary page layout program **or...**
- circle which type of file is supplied
- File is a PDF. The PDF must be created using BNP Media's Distiller settings.

Please see: <http://www.bnpmedia.com/digitalspecs>

- ☐ Y ☐ N Ad size conforms to dimensions listed on the media kit.
- ☐ Y ☐ N ☐ n/a Bleeds extend 1/8 inch beyond final trim.

Graphics

- ☐ Y ☐ N ☐ n/a All Supporting art is included as either a .tif or .eps (PhotoshopCS3 or Illustrator CS3 or lower).
- ☐ Y ☐ N ☐ n/a Images are 300 dpi.

Fonts

- ☐ Y ☐ N ☐ n/a Both printer and screen fonts (Adobe Type 1 Postscript) are included. [Note: Menu styles/attributes should not be applied to fonts.] **Fonts in Illustrator must be outlined.**

Colors

- ☐ Y ☐ N ☐ n/a **4 Color Ads:** All colors in Indesign, Quark or Illustrator are converted to CMYK (graphics are also converted to CMYK).
- ☐ Y ☐ N ☐ n/a **Spot Color Ads:** All colors in Indesign or Quark have Spot Color selected (graphics are also spot color).
- ☐ Y ☐ N ☐ n/a **Black & White Ads:** Graphics are saved as grayscale or bitmap.
- ☐ Y ☐ N ☐ n/a Trapping is set appropriately.

Electronic Submission:

- ☐ Y ☐ N Files are supplied on a CD. E-mail and FTP options should be discussed with the magazine's production manager.
- ☐ Y ☐ N A print window of files on disk is supplied.
- ☐ Y ☐ N **With insertion order, a screened contract quality proof created from the final electronic file must be submitted with each color ad.** Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Quick Specs

PROGRAMS WE CAN ACCEPT:

MAC: Adobe InDesign CS5, Quark 7, Adobe Illustrator CS5, Photoshop CS5

* Programs can also be a lower version of the above.

FORMATS FOR GRAPHICS, PHOTOS:

EPS, TIFF (4 color should be CMYK)

PLEASE NOTE:

The same IBM compatible software is acceptable, however note that the fonts will be replaced with Mac compatible.

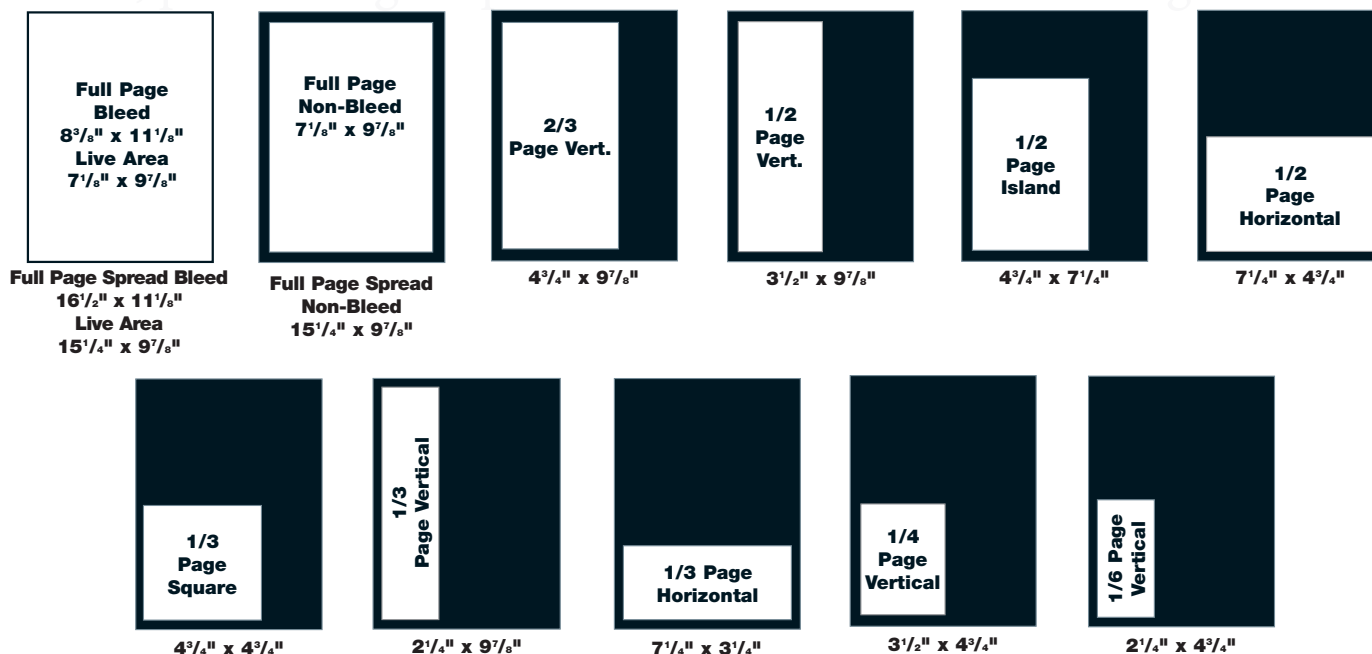
Very important: Remember to include proof of ad.

Jennifer Nagel
Production Manager
248-244-1282
fax: 248-244-2040
NagelJ@bnpmedia.com

We would be happy to provide further detailed information about any of your production concerns.

RC AD SIZES/RATES/CONTACTS

Ad Sizes



2012 Display Rates (Gross)

Black and white

	1x	3x	6x	12x	24x
full page	7230	5560	5475	4980	4750
2/3 page	5925	4910	4500	4185	3820
1/2 island	4820	3950	3835	3535	3395
1/2 page	4510	3650	3535	3425	3250
1/3 page	3400	2910	2520	2300	2215
1/4 page	2845	2150	2015	2015	1800
1/6 page	2200	1750	1600	1485	1430

4 color

	1x	3x	6x	12x	24x
full page	9460	7925	7715	7060	6645
2/3 page	8165	7150	6855	6375	6070
1/2 island	7065	6300	6110	5665	5430
1/2 page	6755	6015	5835	5376	5160
1/3 page	5635	5195	5000	4365	4200
1/4 page	4665	4200	4185	3805	3575
1/6 page	4220	3765	3690	3345	3150

Classified Rates

Line Classified:

1x - \$120	3x - \$110	6x - \$102	12x - \$95
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Display Classified:

1x - \$195	3x - \$185	6x - \$160	12x - \$135
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Blind Box: \$18 per issue to remain anonymous.

Cover 2	11700	10125	9680	8840	8575
Cover 3	10950	9225	9075	8025	7730
Cover 4	13060	11925	10410	9425	9075

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