



# Print advertising

## Professional Roofing special sections

### Roofing Marketplace

Roofing Marketplace is a special insertion section in each issue of *Professional Roofing* and offers a great opportunity to test the market or introduce a new product. Each placement receives up to 80 words of text, a four-color photo and a reader service number to track sales leads.



### 2010 Roofing Marketplace Advertising Rates

Rates (Net)	1x	3x	6x	9x	12x
Current Advertisers	\$775	\$750	\$725	\$700	\$675
Roofing Marketplace Only	\$875	\$850	\$825	\$800	\$775

### Roofing Marketplace Artwork Specifications

*Professional Roofing* accepts scannable brochures and photos. Photos must be at least 1 inch to 2 inches wide and 1 inch to 2 inches high. If a photo is sent to size, resolution must be 300 dpi. Electronic artwork is accepted. Image file format: .tif Colors: CMYK four-color

### Professional Roofing Classified Advertising

Classified advertisements are available in each issue of *Professional Roofing* and are a perfect way to advertise your services, equipment, software, business opportunities and available positions. Nonmembers may add color to their classified advertisements for \$100 per placement; NRCA members receive four-color classified advertisements at no additional cost.



### 2010 Professional Roofing Classified Advertising Rates

Standard Classified Rates (Net)	Per Word	Per Boldface Word				
NRCA member (minimum charge \$85)	\$2.25	\$3.25				
Nonmember (minimum charge \$100)	\$2.75	\$3.50				
Display Classified Rates (Net)	1x	3x	6x	9x	12x	
NRCA member	\$125	\$120	\$110	\$100	\$90	
Nonmember	\$145	\$140	\$130	\$120	\$110	
Color						
Four-color	\$0 per placement (NRCA member) \$100 per placement (Nonmember)					

*Rates listed are per inch. All ads must be prepaid before insertion.*

### Classified Artwork Specifications

*Professional Roofing* will supply a border and include your logo if requested. *Professional Roofing* accepts only one-column format, which is 2¼ inches wide and up to 5 inches long. Electronic artwork is preferred for larger display ads.