



Print advertising Special Interest Publications

NRCA Membership Directory

The print version of the *NRCA Membership Directory* is published once a year in August; it is an indispensable desk-side reference of NRCA members' contact information and companies' web sites. The directory is distributed to all NRCA member contractors in August and also is available for purchase through the NRCA Bookstore.



2010 Special Interest Publications Display Advertising Rates

Size	Black-and-white	Four-color
¼ page, vertical	\$1,300	\$1,850
½ page, horizontal	\$2,100	\$2,750
Full page	\$2,700	\$3,900
Cover II		\$4,600
Cover III		\$4,500
Cover IV		\$4,800

Rates are agency-commissionable.

Artwork Specifications and Mechanical Requirements:

¼ page, vertical	3.375" x 4.625"
½ page horizontal	7" x 4.625"
Full page and Covers (live area)	8.125" x 10.75"
(trim area)	8.25" x 10.875"
(bleed area)	8.375" x 11.125"

Production Requirements:

Acceptable File Formats: All ad materials including digital files and proofs must conform to SWOP standards. (Information about SWOP standards may be found at www.swop.org.)

- .pdf files are preferred
- QuarkXPress 7.5
- Illustrator CS
- Photoshop CS

.pdf files:

Save with all fonts and images imbedded. Save without color profiles and do not check IOP. Once a .pdf is created, please check it for bleed. Any .pdf without adequate bleed will be reduced to fit. If changes are needed to .pdf files, please submit a new file.

Professional Roofing ECO

Professional Roofing ECO is published twice yearly—in June and November—and features information specifically around environmental innovations, challenges and opportunities in the roofing industry. *Professional Roofing ECO* will be a separate ride-along publication and distributed to all *Professional Roofing* magazine subscribers in June and November.



Professional Roofing Workers

Professional Roofing Workers is focused on issues pertaining to employees in the field. It is published annually in April as a separate ride-along publication and distributed to all *Professional Roofing* magazine contractor subscribers.

