



2020 Midwest Roofer

Advertising Information and Contract

MRCA Now Offers New Ways to Advertise!

The Midwest Roofing Contractors Association (MRCA) is one of the largest regional roofing organizations. For 70 years, MRCA has provided roofing contractors with the necessary education and resources to help them grow and prosper in their businesses. *Midwest Roofer (MR)* is the association's bi-monthly publication with a combined print and digital circulation of more than 3,000 decision makers and key contacts in the Midwest. Focusing on the topics that matter most to Midwest roofing contractors, *MR* is the premier resource tool to reach MRCA members. **Reach this target audience – Reserve your ad space today!**

TRADITIONAL MAGAZINE ADVERTISING

B&W Rate Per Insertion—Run of Magazine

	1X	3X	6X
Full Page	\$500	\$480	\$460
1/2 Page	\$350	\$335	\$325
1/4 Page	\$250	\$245	\$235

Color Rate Per Insertion—Run of Magazine

	1X	3X	6X
Full Page	\$825	\$805	\$785
1/2 Page	\$675	\$660	\$650
1/4 Page	\$575	\$570	\$560
Back Cover*	\$1225	\$1100	\$975
Inside Front*	\$1200	\$1065	\$925
Inside Back*	\$1175	\$1025	\$875

Issue	Ad Size	Horizontal/Vertical	Color/B&W	Rate Per Insertion
FEB				
APR				
JUNE				
AUG				
OCT				
DEC				

Full Page Advertisers will also be featured as an MRCA Social Media Post Sponsor 2 times over the course of the year, 1/2 Page Advertisers 1 time, and *Premium Space Advertisers 3 times per year.

AD SPECS: High Resolution .PDF

Full Page, No Bleed: 7.5 x 10"

1/2 Page Vertical: 3.625 x 10"

1/4 Page Vertical: 3.625 x 4.857"

Full Page, Bleed: 8.75 x 11.25"

1/2 Page Horizontal: 7.5 x 4.875"

1/4 Page Horizontal: 7.5 x 2.25"

ADDITIONAL ADVERTISING OPTIONS

MR Magazine features recurring sections each month which have been updated with new content. A Sponsor of that section would have their logo on the header or footer of those magazine pages with the words "sponsored by". They would also have their company logo/link on each Social Media posting of that particular magazine section.

You can also choose to Advertise at www.mrca.org with a Logoed Button Link on the Home Page.

ALL ADVERTISING IS DUE THE FIRST OF THE MONTH PRIOR TO THE ISSUE MONTH. ie. February Issue Ads are Due January 1st

PAYMENT INFORMATION:

Section Of Magazine	"X" to Choose	Rate Per Year
Gary's Corner: OSHA Update		\$600
On Deck with Morgan		\$600
Safety		\$600
Women in Roofing (WinR)		\$600
T&R		\$600
Architectural Sheet Metal		\$600
Young Contractors (YCC)		\$600
Steep Slope		\$600
Calendar of Events		\$800
MRCA Website Advertising	"X" to Choose	Rate Per Year
MRCA Website Button Link		\$1000

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY / ST / ZIP: _____

PH: _____

E-MAIL: _____

TOTAL DUE: _____

____ CHECK PAYABLE TO MRCA OR CREDIT CARD

MC: ____ AX: ____ VISA: ____ Discover: ____

CC #: _____

EXP: _____ BILLING ZIP: _____

SIGNATURE: _____

Please send completed contracts and artwork to: Carroll Hamann at chamann@mrca.org or FX: 937-278-0317
Questions? Call 800-497-6722