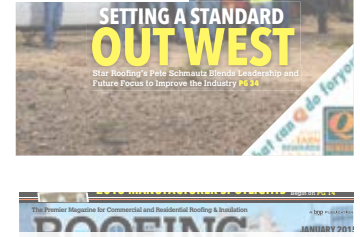


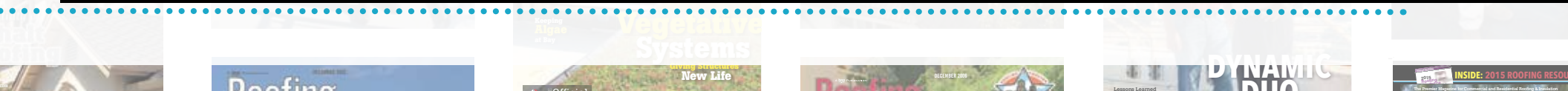
2017

ROOFING CONTRACTOR

The Premier Magazine for Commercial and Residential Roofing & Insulation



MEDIA PLANNING GUIDE



WELCOME TO ROOFING CONTRACTOR



FREE FOR QUALIFYING CONTRACTORS!

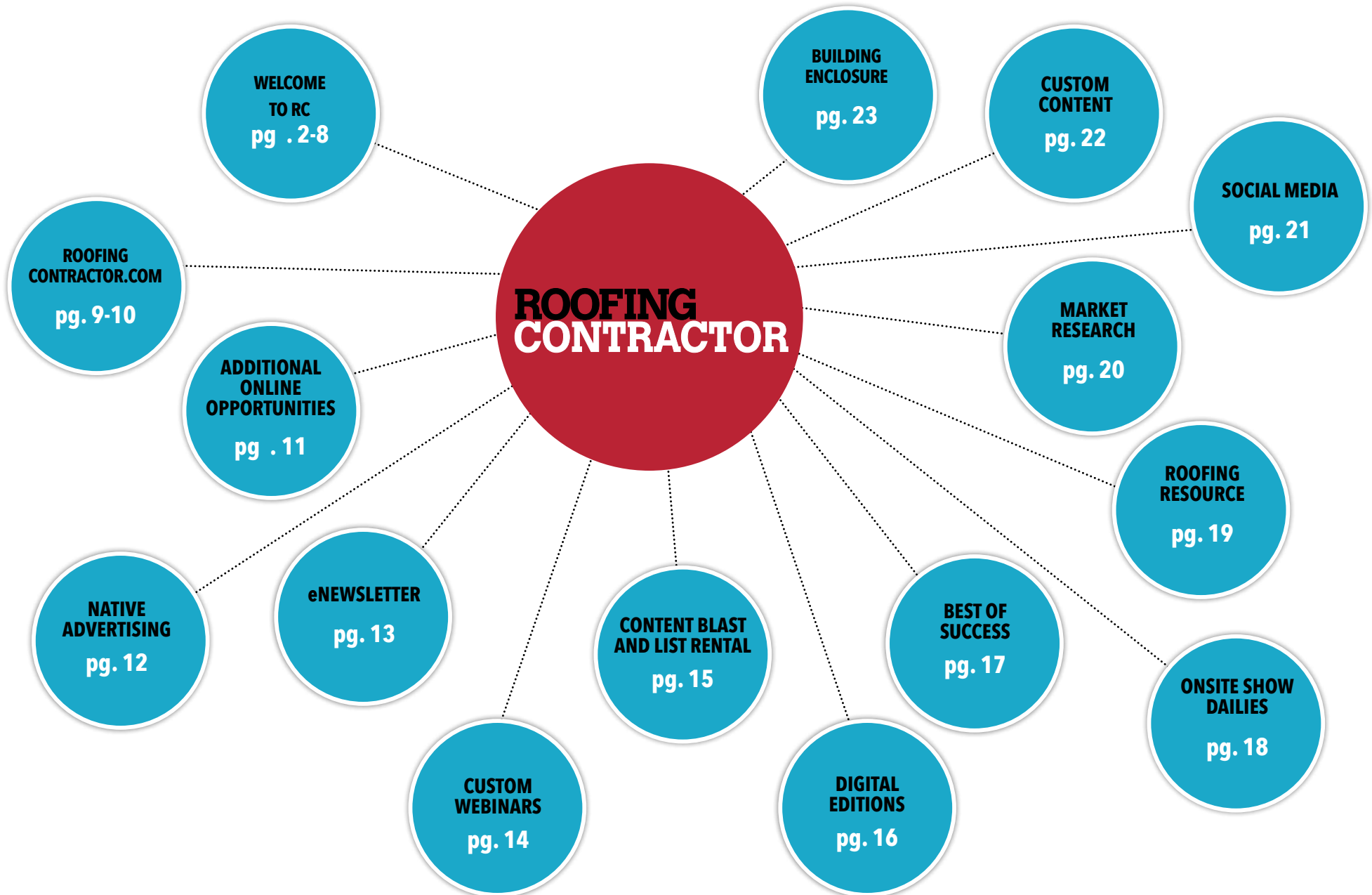
Roofing Contractor is the premier magazine for roofing contractors. Each month, relevant information on the latest trends in the roofing industry, safety, business and legal concerns is addressed. Our editorial reaches a national audience and covers all aspects of residential, commercial, industrial and institutional roofing.

An Independent Voice Since 1981



TABLE OF CONTENTS






Numerous Integrated Options to Get Your Message Directly to our Audience!



CIRCULATION

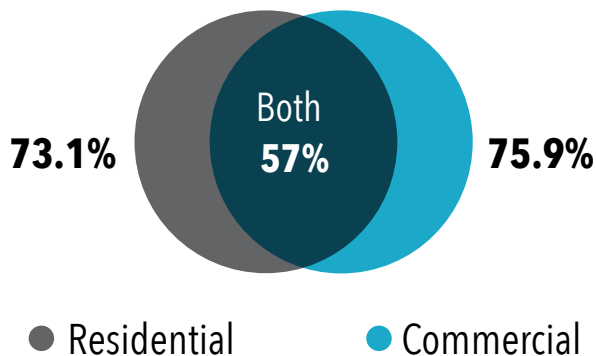
Reach the Entire Roofing Contractor Community - Advertise in All of Our Platforms!

Roofing Contractor audits all of our media channels so you know how many industry subscribers your ad reaches. Here you can see all of our circulation information, pulled directly from the June 2016 BPA Brand Report.

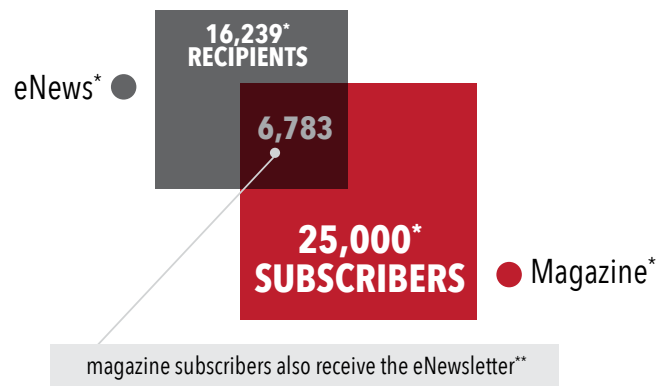
<p>ROOFING CONTRACTOR MAGAZINE</p>  <p>6 issues in the period 25,000 average circulation</p>	<p>ROOFING CONTRACTOR ENEWSLETTER</p>  <p>12 issued in the period 16,239 average per occurrence</p>	<p>ROOFING CONTRACTOR WEBSITE</p>  <p>80,693 average page impressions</p>	<p>ROOFING CONTRACTOR SOCIAL MEDIA</p>  <p>14,154 Twitter followers 9,519 LinkedIn group members 3,139 Facebook likes</p>	<p>ROOFING CONTRACTOR BEST OF SUCCESS</p>  <p>539 unique attendees**</p>
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REACH THE ENTIRE ROOFING CONTRACTOR COMMUNITY BY ADVERTISING IN ALL OF OUR PLATFORMS.

BUSINESS INVOLVEMENT***



eNEWS/MAGAZINE CROSSOVER



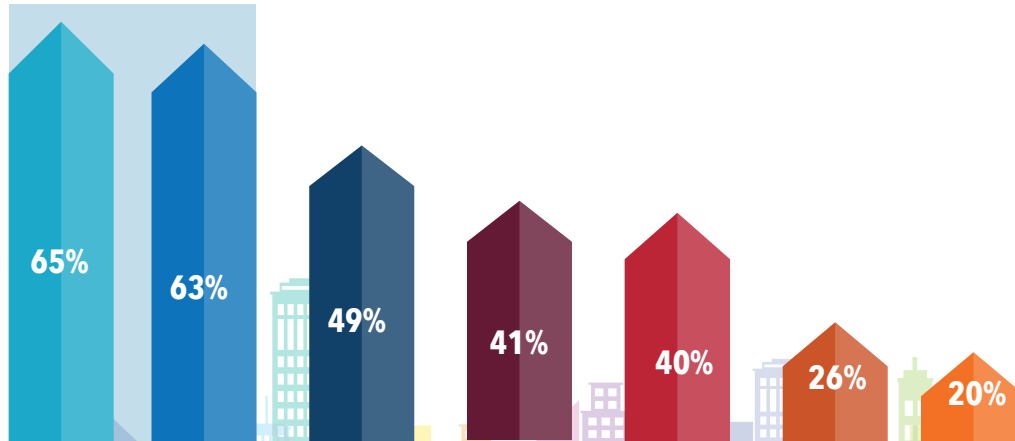
SUBSCRIBERS BY BUSINESS/INDUSTRY

Roofing Contractor Firm	95.2% of total	23,796*
Other Contracting Firm	2.0% of total	509*
Distributor/Wholesaler	2.8% of total	695*

*December 2016 BPA Brand Report ***Media Owner's Data **December 2015 BPA Brand Report

READER PROFILE

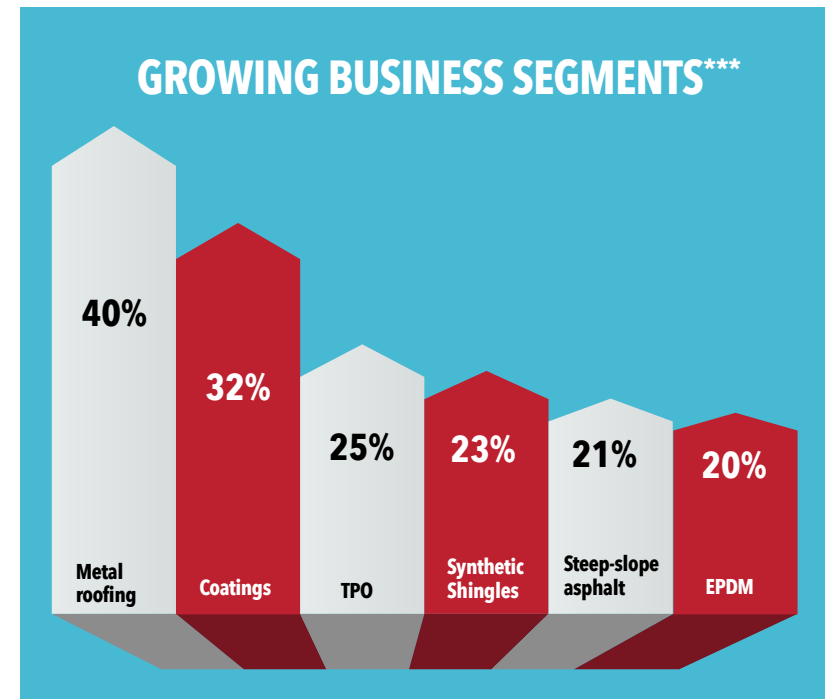
97% of readers are involved in purchasing decisions***



88% TAKE ACTION AFTER VIEWING ADS***



**YOUR PRINT AD
IN RC
DRIVES WEB
TRAFFIC!**

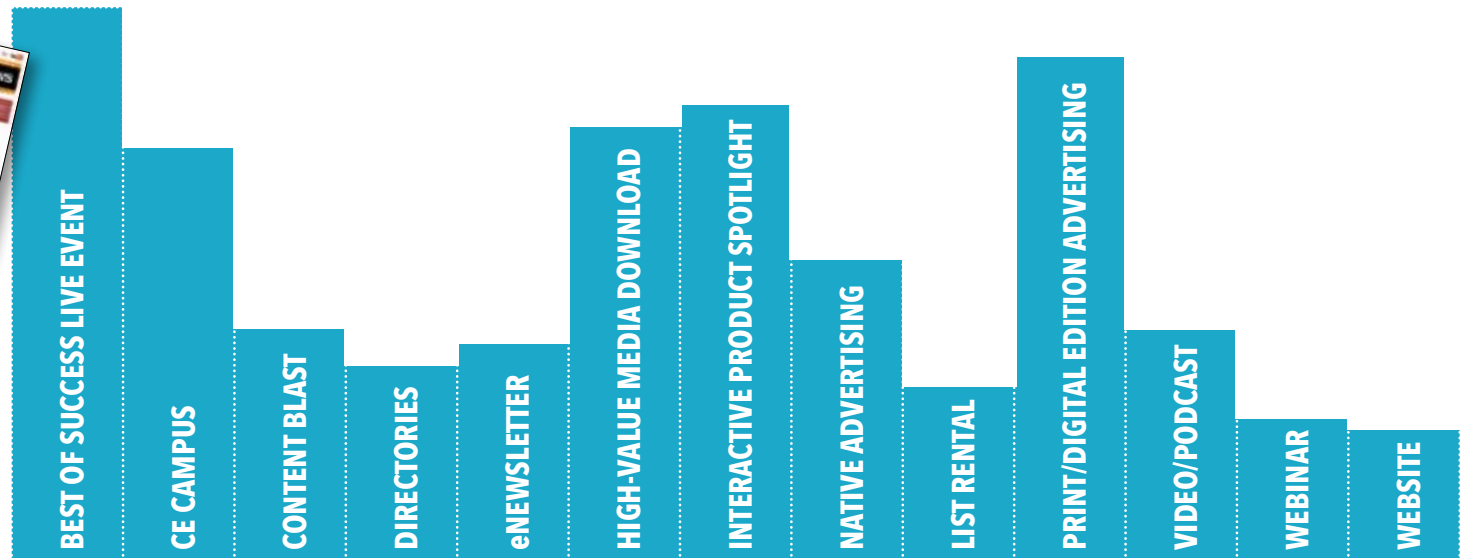


***Roofing Contractor June 2015 Reader Preference and Profile Study

SOLUTIONS TO REACH YOUR OBJECTIVES

So Much More than Just a Magazine!

In addition to the core communication channels of our magazine, digital edition, website, eNewsletter and social media, *Roofing Contractor* offers a variety of supplementary solutions to provide you with a truly integrated media approach to reach your marketing objectives.



	BEST OF SUCCESS LIVE EVENT	CE CAMPUS	CONTENT BLAST	DIRECTORIES	eNEWSLETTER	HIGH-VALUE MEDIA DOWNLOAD	INTERACTIVE PRODUCT SPOTLIGHT	NATIVE ADVERTISING	LIST RENTAL	PRINT/DIGITAL EDITION ADVERTISING	VIDEO/PODCAST	WEBINAR	WEBSITE
Lead Generation	X	X	X		X	X	X	X		X		X	
Product Launch			X		X		X		X	X	X	X	X
Driving Qualified Traffic		X	X	X	X	X	X	X	X	X	X	X	X
Education	X	X	X		X	X	X	X		X	X	X	X
Awareness/Branding	X	X	X	X	X	X	X	X	X	X	X	X	X

2017 EDITORIAL CALENDAR

MONTH	THEMES	RESIDENTIAL TOPIC	COMMERCIAL TOPIC	PRODUCT FOCUS	TRADE SHOWS & CONFERENCES	ADVERTISING SPECIALS
JANUARY Ad close: 12/01/16 Materials Due: 12/02/16	<ul style="list-style-type: none"> • Winter Roofing & Maintenance • IRE Pre-Show Issue 	Architectural Shingles	Single-Ply Details	Architectural Shingles	SPRI: Jan. 13-15, Clearwater, FL CRCA: Jan. 19-20, Oakbrook Terrace, IL SPFA: Jan. 29- Feb. 1, Palm Springs, CA	Spotlight: Buy one full get one full-page FREE advertorial!
FEBRUARY Ad close: 01/04/17 Materials Due: 01/11/17	<ul style="list-style-type: none"> • Official IRE Show Issue • State of the Industry Report 	Attic Ventilation	Cover Boards	Ventilation Products	IRE: March 1-3, Las Vegas, NV	Product & Literature Showcase IRE Show Daily
MARCH Ad close: 02/01/17 Materials Due: 02/04/17	<ul style="list-style-type: none"> • Young Guns: Profiles of Up-and-Coming Industry Leaders • Workforce 	New tools to increase productivity & profitability		Tools & Equipment	New York Build: March 15-16, New York, NY RCI- 31st: March 16-21, Anaheim, CA NERCA: March 29-30, Atlantic City, NJ	
APRIL Ad close: 03/07/17 Materials Due: 03/10/17	<ul style="list-style-type: none"> • Recycling and Sustainability • Green Roofs 	Recycling	Garden Roofs	Vegetative Systems	AIA: April 27-29, Orlando, FL	Product & Literature Showcase
MAY Ad close: 03/31/17 Materials Due: 04/07/17	<ul style="list-style-type: none"> • Safety • Editor's Choice Products 	Fall Protection	OSHA Compliance	Safety Equipment		Software and App Special eBlast
JUNE Ad close: 05/02/17 Materials Due: 05/10/17	<ul style="list-style-type: none"> • Maintenance, Repair & Restoration • Weather, Storm Restoration 	Restoration & Retrofit Projects	Service & Maintenance	Skylights & Daylighting	WSRCA: June 11-13, Las Vegas, NV FRSA: June 22-24, Orlando, FL	Tools & Equipment Special eBlast
JULY Ad close: 06/02/17 Materials Due: 06/09/17	<ul style="list-style-type: none"> • Game Changers: New Tech Case • Studies 	New Technology: Software & Apps		Software & Apps		Case Study: Buy one full, get one full-page FREE advertorial
AUGUST Ad close: 07/05/17 Materials Due: 07/11/17	<ul style="list-style-type: none"> • Top 100 Contractors • Women in Roofing 	Underlayments	Single-Ply	Underlayments		Product & Literature Showcase
SEPTEMBER Ad close: 08/02/17 Materials Due: 08/10/17	<ul style="list-style-type: none"> • Cool Roofs • Solar Applications 	Rooftop Solar	Reflective Coatings	Roof Coatings	Best of Success: TBA	New Products Special eBlast
OCTOBER Ad close: 09/01/17 Materials Due: 09/08/17	<ul style="list-style-type: none"> • Young Guns: Profiles of Up-and-Coming Industry Leaders • Architectural Metal 	Metal Shingles	Standing Seam Metal Roofs	Rollforming Equipment	METALCON: Oct. 18-20, Las Vegas, NV RCI: TBA	What's in Your Truck? Sponsorships
NOVEMBER Ad close: 09/29/17 Materials Due: 10/10/17	<ul style="list-style-type: none"> • Roofing Contractor of the Year • Winter Preparation 	Residential Contractor of the Year	Commercial Contractor of the Year	Adhesives	MRCA: TBA GreenBuild: November 8-10, Boston, MA Symposium on Building Envelope Technology: Nov. 13-14, Orlando, FL	Product & Literature Showcase 2018 Calendar Pages
DECEMBER Ad close: 11/01/17 Materials Due: 11/10/17	<ul style="list-style-type: none"> • Best of Success Recap • Buyer's Guide 	Roofing Resource Buyer's Guide Available year-round!			Distributed at 2018 Trade Shows	Free Basic Listing for 2017 advertisers

**ROOFING
CONTRACTOR**

ADVERTISING HIGHLIGHTS

Each Month *Roofing Contractor* Brings You a New Advertising Opportunity!



JANUARY MANUFACTURERS SPOTLIGHT

Run a full-page advertisement in the January issue and receive a FREE page to profile your company's products, services and more. Includes a headline, a four-color photo and 500 words.



FEBRUARY OFFICIAL SHOW PUBLICATION OF IRE/IRE SHOW DAILY

IRE: March 1-3, Las Vegas, NV. Showcase your company or product to 9,000+ International Roofing Expo attendees and exhibitors, as well as 25,000 *Roofing Contractor* subscribers.

PRODUCT AND LITERATURE SHOWCASE: Highlight your product or catalog item in a 1/8-page, four-color space.

YOUNG GUNS

MARCH YOUNG GUNS

Young Guns is a profile of up-and-coming roofing professionals. Contractors in their 20s and 30s will share their insights on new technologies and cutting-edge marketing and business strategies.



APRIL SUSTAINABILITY ISSUE

Recycling, sustainability and garden roofs – now a significant industry focus.

PRODUCT AND LITERATURE SHOWCASE Highlight your product or catalog item in a 1/8-page, four-color space.



MAY EDITOR'S CHOICE

Products new to 2016 highlighted by our editorial staff in a feature story.

SOFTWARE AND APPS SPECIAL eBLAST Showcase your company's app that the roofing community needs to be aware of. eBlasted to subscribers.



JUNE WESTERN STATES SHOW ISSUE

Western States: June 11-13, Las Vegas, NV

TOOLS AND EQUIPMENT SPECIAL eBLAST Showcase your company's tools and equipment in print, in our eNewsletter and eBlasted to subscribers.



JULY CASE STUDIES

Buy a full-page ad in the July issue, and you'll get a FREE Case Study next to your ad. Give detail for purchasing decisions, support the selling points or highlight your company's success stories!



AUGUST TOP 100

The Top 100 Roofing Contractors is one of our most high-profile issues. Include an ad to congratulate your customers listed in the Top 100.

PRODUCT AND LITERATURE SHOWCASE Highlight your product or catalog item in a 1/8-page, four-color space.



SEPTEMBER BEST OF SUCCESS

Sponsor the conference giving contractors real world business tips. Includes a full-page ad in the Handbook given to all attendees.

NEW PRODUCTS SPECIAL eBLAST: Showcase your company's new products. eBlasted to subscribers.



OCTOBER WHAT'S IN YOUR TRUCK?

We're taking a look at what is and what should be in every roofing contractor's truck to get the job done.

YOUNG GUNS



NOVEMBER ROOFING CONTRACTOR OF THE YEAR

The Roofing Contractor of the Year is profiled in our November issue. Nominate a contractor that employs industry best practices, takes care of its employees and excels at quality workmanship and customer satisfaction.

PRODUCT & LITERATURE SHOWCASE Highlight your product or catalog item in a 1/8-page, four-color space.
2018 CALENDAR POLYBAGGED Monthly sponsorships available



DECEMBER ROOFING RESOURCE

Our annual Directory – referenced year-round.

FREE BASIC LISTING FOR 2017 ADVERTISERS

**ROOFING
CONTRACTOR**

HOMEPAGE AND SUBPAGE ADVERTISING OPTIONS

Roofing Contractor online ad options

43,016 average
unique browsers!*

Home Page Display Ads

AD TYPE	DESKTOP	TABLET	MOBILE
SUPER LEADERBOARD	970 X 90	728 X 90	320 X 50
RECTANGLE AD	180 X 150	180 X 150	180 X 150
MEDIUM RECTANGLE	300 X 250	300 X 250	300 X 250
MOBILE BANNER	320 X 50	320 X 50	320 X 50
HALF PAGE	300 X 600	300 X 600	300 X 250

optimized for all devices

SUPER LEADERBOARD



970 x 90

MEDIUM RECTANGLE



300 x 250

Sub Page Display Ads

AD TYPE	DESKTOP	TABLET	MOBILE
SUPER LEADERBOARD	970 X 90	728 X 90	320 X 50
SKYSCRAPER	160 X 600	160 X 600	300 X 250
MEDIUM RECTANGLE	300 X 250	300 X 250	300 X 250
ARTICLE SPONSORSHIP AD	180 X 150		

optimized for all devices

HALF PAGE



300 x 600

SKYSCRAPER



160 x 600

RICH MEDIA

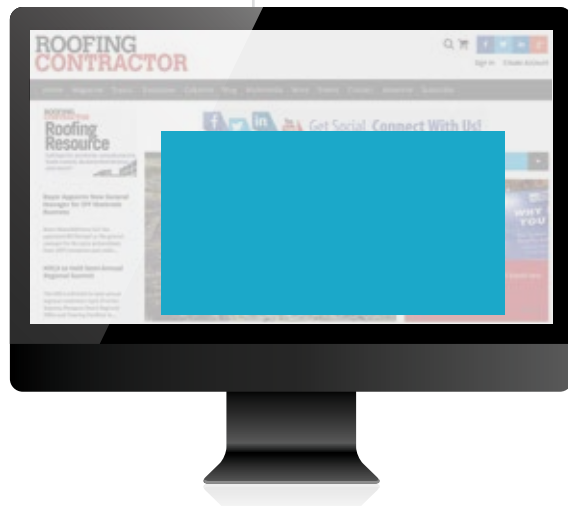
Roofing Contractor online ad options

Rich Media Options

AD TYPE	DESKTOP	TABLET	MOBILE	DISPLAYS ON
FLOATING AND INTERSTITIAL	800 X 600	768 X 768	320 X 250	HOMEPAGE
SLIDER	950 X 90	728 X 90	320 X 50	HOMEPAGE
BILLBOARD	970 X 250	728 X 90	320 X 50	ALL INTERIOR PAGES
PUSHDOWN	970 X 90	728 X 90 <td 320 X 50	ALL INTERIOR PAGES	
FILMSTRIP (5 PANELS)	300 X 600	300 X 600	320 X 50	ROS
EXPANDABLE LEADERBOARD	728 X 90	728 X 90	320 X 50	ROS
EXPANDABLE WIDE SKYSCRAPER	160 X 600	160 X 600	300 X 250	ROS

optimized for all devices

HOME PAGE



FLOATING AD & INTERSTITIAL

HOME PAGE



BILLBOARD

HOME PAGE



FILMSTRIP

ADDITIONAL ONLINE OPPORTUNITIES

Roofing Contractor online ad options

Why Sponsor a Topic Page?

- Your audience is engaged and thinking about your market niche
- Your audience easily connects your products to their specific business interests

Exclusive Company Showrooms



A dedicated company landing page on topic pages. Includes:

- Logo
- 4/c photo
- 500 word description
- Outbound links

TOPIC PAGE SPONSORSHIP



An ad package for targeted editorial topic includes:

1. Medium Rectangle

300 x 250

Placed on one main topic page (ex: safety or low-slope)

2. Left-Side Wide Skyscraper

160 x 600 pixels on (multiple) related article pages

Most Popular Topic Pages:

- Steep Slope
- Safety
- Sustainability
- Low Slope
- Technology

ADDITIONAL OPTIONS

Media Center Options

- Photo Gallery (R.O.S.)
- Video Player Module
- Podcast Player Sponsorship
- Exclusive homepage positioning
- Shows product name, teaser and photo
- Includes leaderboard ad on Product of the Month landing page

Retargeting

- Expand your impressions and reach to RoofingContractor.com visitors as they move around the web! Ask your sales representative for more information on what retargeting can do for your business.

Keyword Sponsorship

- Select a set of keywords that align with your products or services. When a visitor searches that keyword or reads content tagged to that keyword your ads appear adjacent to the content for maximum impact.

NATIVE ADVERTISING

Push Your Content Through *Roofing Contractor's* Online Editorial Channels

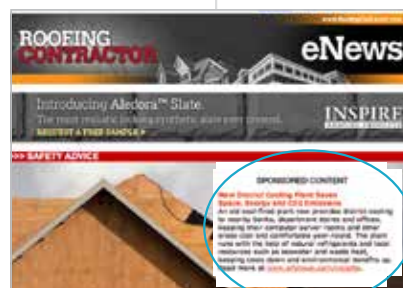
CONTENT PAGE



HOME PAGE



eNEWSLETTER



NATIVE ADVERTISING PACKAGE

Package includes publishing one piece of your high-quality editorial labeled as "Sponsored Content" on all of the following Roofing Contractor channels:

1 Exclusive Website Content Page

- YOUR supplied content (article and/or multimedia) labeled as "Sponsored Content," presented with your logo and company description, on *Roofing Contractor's* website
- YOUR leaderboard, medium rectangle and two skyscraper ads will appear on the content page
- YOUR Twitter widget or custom video player

PLUS:

- Content page includes any related content tagged to your company (articles, products, events, directories)
- Social media icons make it easy for readers to share your content
- Content appears in keyword searches on www.RoofingContractor.com
- Includes comments section for registered users

2 Featured on RoofingContractor.com Home Page

- Remains in a premium position in the third column, Run-of-Site for 30 days
- Labeled as "Sponsored Content" and featured alongside trusted editorial reaching about 80,693* average page impressions per month
- Links to your exclusive content page

3 eNewsletter Content Box Ad

- Content highlighted in *Roofing Contractor's* semi-monthly eNewsletter delivered to 16,143* recipients
- Links to your exclusive content page
- Content labeled as "Sponsor Content" with your logo
- Leads available upon request

4 Social Media

- Sponsor content will be shared on *Roofing Contractor's* Facebook and Twitter pages, using your unique, customized hashtag

Highlight Your Company to an Average of 16,239*

1.

2.

3.

4.

5.

6.



The screenshot shows the layout of the Roofing Contractor eNewsletter with six numbered callouts pointing to specific ad placements:

- Top Leaderboard:** Located at the top of the page, featuring a JKO logo and the text "UN-LEVEL the playing field".
- RCTV Video Sponsor:** A video player area for "ON SITE AT THE 2016 WESTERN ROOFING EXPO".
- Additional Leaderboard:** A smaller banner below the video player, featuring a "REWARDS" program for purchasing polyglass roofing materials.
- Product Highlight, eProducts and Text Ads:** A section titled "Duro Last" with a video player and text describing the product's flexibility.
- Medium Rectangle:** A large rectangular ad for "Duro Last" with a video player and detailed product information.
- Mobile Banner Ad:** A small banner at the bottom of the page for "Duro Last".

1. Top Leaderboard (728 x 90 pixels)

Use leaderboard ads to increase awareness of your company, and announce new products and events.

2. RCTV Video Sponsor

We name your company as the sponsor while displaying your logo.

3. Additional Leaderboard (728 x 90 pixels)

4. Product Highlight, eProducts and Text Ads

Ad includes 100 words of text plus a photo and hotlink. Perfect for a new product release or to highlight an existing product.

5. Video Ad

6. Medium Rectangle (300 x 250)

7. Rectangle/Article Sponsor (180 x 150) (not shown)

8. Mobile Banner Ad (320 x 50) (not shown)



MONTH	DEPLOYS
JANUARY	Jan. 5 th Jan. 19 th
FEBRUARY	Feb. 2 nd Feb. 16 th
MARCH	March 16 March 30
APRIL	April 6 th April 20 st
MAY	May 4 th May 18 th
JUNE	June 1 st June 12 th (WSRCA Day 1)
JULY	July 6 th July 20 th
AUGUST	Aug. 3 rd Aug. 17 th
SEPTEMBER	Sept. 7 th Sept. 21 st
OCTOBER	Oct. 5 th Oct. 19 th
NOVEMBER	Nov. 2 nd Nov. 16 th
DECEMBER	Dec. 7 th Dec. 21 st

DID YOU KNOW?

More than 50% of RC magazine subscribers are not eNews subscribers.** Make sure to reach both audiences with your ads!

CUSTOM WEBINARS

A Virtual Lunch-and-Learn: Generate Leads While Educating Industry Decision-Makers



WEBINAR PACKAGE

MARKETING CAMPAIGN

Multiple promotional marketing efforts including:

- Ads on www.roofingcontractor.com
- Magazine ads in *Roofing Contractor* (as schedule permits)
- Ads in *Roofing Contractor's* eNewsletter
- Dedicated registration page, plus confirmation and reminder emails
- Social media announcements

RECOGNIZED BRAND

- *Roofing Contractor* will provide a recognized editorial representative to moderate the session
- Assigned certified Webinar expert devoted to creating, managing and producing your Webinar with minimal effort on your part

ARCHIVED EVENT

- Posted online at www.RoofingContractor.com for one year with 24/7 accessibility
- Two follow-up emails to the registration list

INTERACTIVITY

- Live polling, Q&A and exit survey to gather feedback from attendees
- Social media integration
- Moderated chat for back-and-forth communication
- Screen share tool to demonstrate product benefits and applications*
- Webcam video integration*

QUALITY LEADS

- Leading subscriber databases help ensure quality registration
- Receive high-quality registration leads with demographics
- Polling, Q&A and survey reporting results

WEBINAR BENEFITS

- Establish your brand as a thought leader
- Receive qualified registration leads with demographics
- Engage a captive audience with Q&A sessions, polling and survey reporting
- You choose the topic and the speaker

POPULAR WEBINAR TOPICS INCLUDE:

- **Safety as a Profit Center**
- **State of the Industry**
- **Coaching Your Sales Team**
- **Reaching Customers in a Digital Age**
- **Create a Company Culture that Reinforces Success**
- **OSHA Compliance**
- **Improving Your Service and Maintenance Department**
- **Top 100 Contractors**



COMPREHENSIVE STAT REPORT

CONTENT BLAST & LIST RENTAL

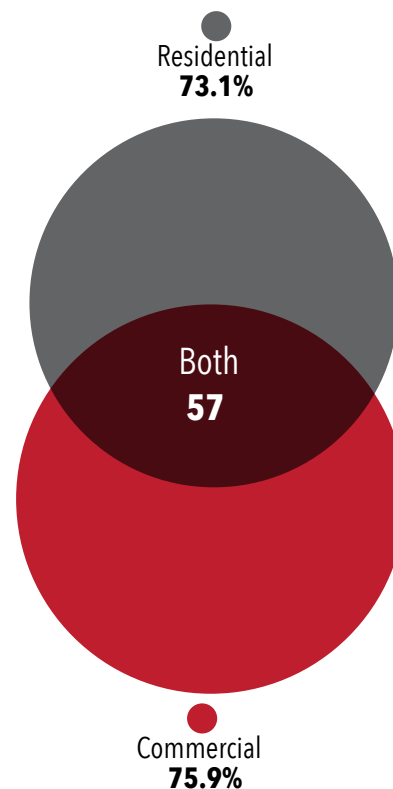
Reach a Targeted Community of Roofing Contractors & Industry Professionals and Get High Quality Leads!

CONTENT BLAST

Position yourself as an industry thought leader by sending your own proprietary editorial or educational content in a highly engaging media format. A Custom eNewsletter is an exclusive opportunity for your content to be cobranded with *Roofing Contractor*, a trusted brand, which can improve deliverability and increase open rates. Ask about maximizing lead generation with open, click and lead options.



PROFILE OF ROOFING CONTRACTOR SUBSCRIBERS*



SUBSCRIBER LIST RENTAL

The most powerful, responsive list of roofing contractors and professionals is just a call away. Complement your advertising program and introduce new products by renting *Roofing Contractor's* exclusive subscriber list. Please contact a sales lead expert:

Jill Bloom
bloomj@bnpmedia.com
Ph: 313.570.7157

Liz Obloy
Obloye@bnpmedia.com
Ph: 248.244.6423

Marcia Wright
wrightm@bnpmedia.com
Ph: 925.600.8571

• Kevin Collopy,
kevin.collopy@infogroup.com,
Ph: 402.836.6265

• Michael Costantino,
michael.costantino@infogroup.com,
Ph: 402.836.6266

**ROOFING
CONTRACTOR**



DIGITAL EDITIONS

Our Digital Edition is Emailed Every Month to 4,600* Opt-In Subscribers* and Archived for 12 Months on Our Website!

- **SPONSOR DIGITAL EDITIONS**

Includes opposite cover position, skyscraper ad, linked logo in the navigation bar and logo in the print Web Table of Contents

- **GENERATE LEADS**

Insert a reply card for readers to send their contact information to you.

- **CAPTURE ATTENTION**

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

- **Index Tab** • **Blow-In Card** • **Belly Band**

- **STREAMING MEDIA:**

Embed audio, video or flash animation to your ad. Video can start when the page loads, or click to play, or add a custom icon for readers to click and open video or audio.



**ROOFING
CONTRACTOR**


BEST OF SUCCESS CONFERENCE

Best of Success is an innovative conference that brings in roofing industry professionals from all over the country. By becoming a sponsor of the event you will gain opportunities for increased exposure to your target market. Your company will gain ample face-to-face networking time with your target audience in a fun and relaxed setting, which is perfect for establishing and maintaining long-lasting business relationships.



"We love the interaction with successful roofers; it was very helpful for us as we are trying to grow our business." – 2016 Sponsor

"The networking with movers and shakers from the entire industry made this a very good event." – 2016 Sponsor

Sponsorship of the event not only includes a variety of additional marketing platforms in which your company will gain exposure, but also 10 complimentary tickets to attend Best of Success for your contractors and/or members of your company!

Don't miss out on this invaluable opportunity to meet with presidents, CEO's, owners, residential/commercial contractors, project, production and operation managers, foremen and more from the roofing industry!

**Sept. 2017
Location, TBA**

**ROOFING
CONTRACTOR**

ONSITE SHOW DAILIES

2017 International Roofing Expo - March 1-3, Las Vegas

Our Show Dailies and eShow Dailies are the best 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* and more than 9,000 show registrants!***



ONSITE SHOW DAILIES

Two official International Roofing Expo Show Dailies will be published during IRE 2017.

ONSITE SHOW DAILY PRICING (PRINT VERSION)

	B/W	2-Color	4-Color	
Cover 2 (4-Color Only):				\$8,555
Cover 3 (4-Color Only):				\$8,555
Cover 4 (4-Color Only):				\$10,090
Front Cover Corner Cut:				\$4,600 (must have full-page ad inside)
Weather Sponsor:				\$2,445
Schedule of Events:				\$2,445
Ad Size	Gross	Gross	Gross	
Tabloid	\$5460	\$6190	\$7140	
Junior-page	\$4560	\$5295	\$5295	
2/3 Page	\$3995	\$6300	\$6395	
1/2 Island	\$3640	\$4385	\$5180	
1/3 Page	\$2360	\$3085	\$3995	
1/4 Page	\$1795	\$2540	\$3455	
1/2 Page	\$3640	\$4195	\$5155	

Belly Band, Bound-In Inserts or Bag Sponsorship: consult publisher

eSHOW DAILIES

The Onsite eShow Daily eblasts all three mornings during IRE to both Roofing Contractor subscribers and show registrants.

ONSITE eSHOW DAILY eBLAST SPONSORSHIP PRICING (GROSS):

- Main Sponsor (banner ad) - \$9,675 total for all three days or \$4,040/day
- Exhibitor List (logo) - \$1,940 - two available
- Schedule of Events (logo) - \$2,425 - one only
- Industry News (banner ad) - \$1,940 - one only
- New Products (banner ad) - \$1,940 - one only
- Weather Sponsor (logo) - \$2,425 - one only
- Video - \$3,955 for all three days or \$2,545/day



TICKET TO THE SHOW - THE POCKET GUIDE

Ad Close Date: November 9

Includes Pre-Show Coverage, Tipped into the January Issue of Roofing Contractor, Distribution at the Show.



LOOKING FOR MORE?

PR

Exhibiting at IRE? Send us a 50-word write-up, a photo and your booth number and, as space permits, we will include it in our Show Daily Product RoundUp. Send product releases to Editor Art Aisner (aisnera@bnpmedia.com) or call 248-244-6497 for more information. The deadline for entries is Jan. 20, 2017.

IRE VIDEO OPPORTUNITIES

We shoot, edit and eBlast post-show to 10,000 subscribers.
 Custom Booth Tour Video (2-3 minutes): \$5,531 gross
 Custom One-question Product/News Video (1-2 minutes): \$1,864 gross
 Supplied 2-minute video: \$1,030 gross

IRE SPECIAL PRODUCT SECTION

1/8 page ads (supply 4.125" x 2.5" ad or submit 75 words, image and contact information) \$875 gross

**ROOFING
CONTRACTOR**

ROOFING RESOURCE

**MAKE SURE YOUR COMPANY'S SALES MESSAGE IS SEEN ALL YEAR LONG IN
ROOFING CONTRACTOR'S 2018 ROOFING RESOURCE - OUR ANNUAL BUYERS GUIDE**

PREMIUM PLUS LISTING INCLUDES:

- Entire page dedicated to your company (online)
- Boldface (in print and digital)
- Hotlinks to your email and website
- Color Logo (in print, digital and online)
- Premium positioning and designation online
- Three manufacturer product photos with your logo (in print, digital and online)
- Social Media linked icons (online)
- Up to three Product Brochures (online)
- Video (online)
- Your listing is fully search-able online for 12 months!

**DECEMBER
2017
ISSUE**


HAPCO INC

• Hapco Inc.
390 Portage Blvd.
Kent, OH 44240
(330) 678-9353; Fax: (330) 677-8282
ahelmick@hapcoinc.com
www.hapcoinc.com



Scan this code for
more company info!



**2018 ROOFING
RESOURCE
DEADLINES**

Listing Close: Oct. 31, 2017
Ad Close: Nov. 3, 2017



TAB DIVIDER PAGES

Gain exposure with this full page, four-color ad on 80 lb stock that divides the manufacturing, product and distributor sections. Limited availability! First come, first-serve!

UPDATE YOUR LISTING ONLINE

Please contact Karen McConnell at mconnellk@bnpmmedia.com for your custom login information.

**ROOFING
CONTRACTOR**

MARKET RESEARCH



myCLEARopinion YOUR CLEAR CHOICE FOR INDUSTRY SAMPLE!

myCLEARopinion specializes in high-quality B-to-B industry sample, providing access to a unique and powerful audience of decision-makers for your research projects. Our industry expertise includes Architecture/Construction/Maintenance, HVACR & Plumbing, Flooring/Floor Maintenance, Manufacturing & Logistics, Food Product & Development, Packaging and more!

GET STARTED NOW

Contact myCLEARopinion at (248) 633-4930, info@myclearopinionpanel.com or www.myclearopinionpanel.com.

CLEAR SEAS RESEARCH

MAKING THE COMPLEX CLEAR

Your industry-focused market research partner – providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW

Contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com

SOCIAL MEDIA

Twitter



ROOFINGCONTRACTOR.COM TWITTER WIDGET

• 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.

TWEET PACKAGE

• Tweets- 100 characters including your Twitter handle, one hashtag and link. (Link not included in 100 characters)



Roofing Contractor's Twitter Widget



Roofing Contractor is the go-to source for successful roofing professionals, and now all of our content is made to-go with our new free mobile app!

Limited ad space is available.

Facebook



FACEBOOK POSTS

• Your company message will be on RC's Facebook profile

FACEBOOK PACKAGE

• Facebook Message- 100 words including your Facebook page address, an image and a link

FACEBOOK BOOSTED ADS

• Boost your Facebook message to gain even more exposure!



Roofing Contractor's Facebook Page

INTERACTIVE PRODUCTS

Unlike traditional press releases, Interactive Products are unique and interactive. They fuse the creative and storytelling aspects of advertising with comprehensive product information and multimedia, including video.

UNIQUE BENEFITS BEYOND THE RICH INTERACTION WITH YOUR PRODUCT:

- Your IPs will be promoted through a targeted email to 16,239* industry professionals
- Hosted for one year and equipped for embedding on your company website or Facebook page
- Designed by media professionals through our turnkey service
- Lead information and analytics of customer views

CHOOSE FROM THE FOLLOWING INTERACTIVE PRODUCTS:

- **Interactive Product Spotlight:** The IPS highlights a client's product OR content (case studies, white papers, etc.) in a scrolling or multi-page format
- **Interactive Editorial Infographic:** Editorial Infographic; content provided by our brand editorial staff
- **Conversion Infographics:** Conversion of client infographic from their images/text, or directly from their own infographic

YOU CAN INCLUDE:

- Video + photos
- Product description
- Technical specs
- Testimonials, case studies and other supporting text/documents



INTERACTIVE PRODUCT SPOTLIGHT

GETTING STARTED:

- Reserve your Interactive Product Spotlight through your sales representative
- Send us your product media and our publishing team will custom-build your Interactive Product Spotlight, host it and promote it to our subscribers



orangetap

"ORANGETAP CAN HELP YOU PLAN AND CREATE FRESH, UNPUBLISHED, INDUSTRY RELEVANT CONTENT EVERY SINGLE MONTH!"

- Blogs, articles, technical papers
- Press releases
- Case studies

BE BUILDING ENCLOSURE

The only resource that deals with the technical aspects of building-enclosure design. *Building Enclosure* covers commercial, residential, industrial and institutional applications both above and below grade. *Building Enclosure's* platforms reach a national audience of architects, engineers, consultants and designers, as well as building owners and facility managers.



WEBINARS

Done live and archived, *Building Enclosure's* popular Webinar Series averages more than 871** registrants/leads for each event. These webinars offer attendees valuable AIA, RCI and/or GBCI CEUs.

- Show your educational leadership
- Generate leads and receive a full reporting link on attendees
- Enhance your branding
- Maintain year-round exposure with multiple branding opportunities and archived material



eNEWSLETTERS

Our popular electronic newsletter reaches more than 15,000** subscribers twice each month with informative news bytes. We also offer custom eNewsletters.



PUBLICATIONS

Building Enclosure magazine is published three times a year. We distribute each issue at the leading industry trade shows including the International Roofing Expo, AIA and Greenbuild. The digital edition is eBlasted to 15,000** architect professionals.



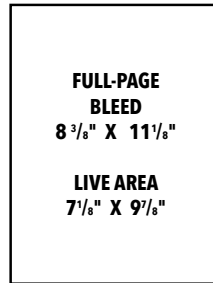
BUILDING ENCLOSURE ONLINE

Our websites have web-exclusive content including features, project profiles, news and new products.

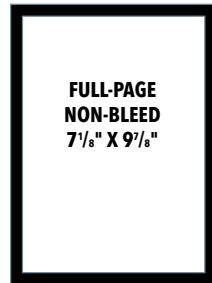
BUILDING ENCLOSURE LIVE

Building Enclosure Live is a day long series of AIA CEU courses focused on the building envelope design including roofing, wall systems, waterproofing and more!

ROOFING CONTRACTOR 2017 AD SIZES



FULL-PAGE SPREAD BLEED
16 3/8" X 11 1/8"
LIVE AREA
15 1/4" X 9 7/8"



FULL-PAGE SPREAD NON-BLEED
15 1/4" X 9 7/8"



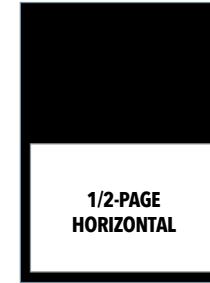
4 3/4" X 9 7/8"



3 1/2" X 9 7/8"



4 3/4" X 7 1/4"



7 1/4" X 4 3/4"



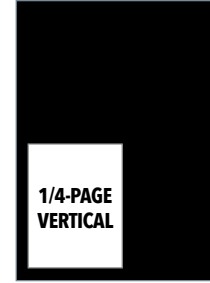
4 3/4" X 4 3/4"



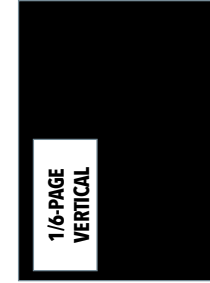
2 1/4" X 9 7/8"



7 1/4" X 3 1/4"



3 1/2" X 4 3/4"

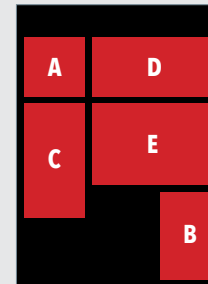


2 1/4" X 4 3/4"

CLASSIFIED ADS

Classified ads are sized by column inch.
Width can be 1, 2 or 3 columns.
Height can be 1 inch up to 8 inches.
Each column is 2.25 inches wide.

- Ad A: 1 column x 2 inches tall**
- Ad B: 1 column x 3 inches tall**
- Ad C: 1 column x 4 inches tall**
- Ad D: 2 columns x 2 inches tall**
- Ad E: 2 columns x 3 inches tall**



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FOR ALL YOUR
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For additional information
about our products and
specifications, go to
www.bnpSOLUTIONS.com.

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Troy, MI 48084

248.362.3700 • Fax: 248.362.0317

www.bnpmedia.com

ROOFING CONTRACTOR

DISPLAY ADVERTISING

BLACK AND WHITE	1X	3X	6X	12X	24X
FULL PAGE	\$8,188.00	\$6,296	\$6,199	\$5,652	\$5,031
2/3 PAGE	\$6,371.00	\$5,152	\$5,095	\$3,709	\$4,324
1/2 ISLAND	\$5,462.50	\$4,474	\$4,353	\$4,031	\$3,847
1/2 PAGE	\$5,111.75	\$4,134	\$4,008	\$3,887	\$3,686
1/3 PAGE	\$3,852.50	\$3,301	\$2,858	\$2,605	\$2,512
1/4 PAGE	\$3,237.25	\$2,441	\$2,294	\$2,105	\$2,047
1/6 PAGE	\$2,495.50	\$1,944	\$1,811	\$1,685	\$1,622
COLOR					
FULL PAGE	\$10,735	\$8,993	\$8,752	\$8,010	\$7,533
2/3 PAGE	\$9,258	\$8,108	\$7,786	\$7,239	\$6,889
1/2 ISLAND	\$8,016	\$7,142	\$6,929	\$6,423	\$6,164
1/2 PAGE	\$7,659	\$6,831	\$6,618	\$6,107	\$5,854
1/3 PAGE	\$6,394	\$5,894	\$5,670	\$4,951	\$4,767
1/4 PAGE	\$5,290	\$4,767	\$4,750	\$4,324	\$4,065
1/6 PAGE	\$4,790	\$4,278	\$4,198	\$3,807	\$3,577

BELLY BANDS (BNP PRINTED, FULL -RUN).....	\$11,339.00
COVER, CORNER CUT.....	\$3,335.00
CALENDAR PAGE.....	\$2,811.75
COLUMN SPONSORSHIP.....	\$2,006.75
COLUMN SPONSORSHIP - CONTRACTOR OF THE MONTH.....	\$3,634.00
PRODUCT & LITERATURE SHOWCASE - ADVERTISER RATE:	\$258.75
PRODUCT & LITERATURE SHOWCASE - NON-ADVERTISER RATE:.....	\$701.50

	1X	3X	6X	12X	24X
COVER 2	\$13,277	\$11,483	\$10,983	\$10,034	\$9,729
COVER 3	\$12,414	\$10,459	\$10,287	\$9,102	\$8,775
COVER 4	\$14,806	\$13,524	\$11,811	\$10,689	\$10,287

All Rates are Gross

ROOFING CONTRACTOR

IRE SHOW DAILLIES

	B&W	TWO-COLOR	FOUR-COLOR
TABLOID	\$5,342	\$6,055	\$6,981
TABLOID SPREAD			\$12,558
JUNIOR PAGE	\$4,456	\$5,187	\$6,055
½ PAGE ISLAND	\$3,559	\$4,284	\$5,187
½ PAGE	\$3,375	\$4,106	\$5,043
1/3 PAGE	\$2,306	\$3,019	\$3,910
¼ PAGE	\$1,760	\$2,490	\$3,375
2/3 PAGE	\$3,910	\$4,640	\$5,532
COVER 2 OR 3			\$8,372
COVER 4			\$9,867
CENTER SPREAD SPONSORSHIP			\$5,658
SCHEDULE OF EVENT SPONSOR			\$2,392
WEATHER SPONSOR			\$2,392
STICKY NOTE			\$3,324
BAG SPONSORSHIP			\$5,192
COVER, CORNER CUT			\$4,502
PRODUCT SECTION			\$886

IRE TICKET TO THE SHOW

FULL PAGE - COVER 4	\$6,365
FULL PAGE	\$4,663

IRE ONSITE DAILIES

MAIN SPONSOR - ONE DAY	\$4,152
MAIN SPONSOR - THREE DAYS	\$9,936
EXHIBITOR LIST SPONSOR	\$1,995
INDUSTRY NEWS SPONSOR	\$1,995
NEW PRODUCTS SPONSOR	\$1,995
SCHEDULE OF EVENTS	\$2,490
WEATHER SPONSOR	\$2,392

ROOFING CONTRACTOR

DIGITAL ADVERTISING

	PREMIUM ADVERTISER	REGULAR RATES
LEADERBOARD AD	\$1,346	\$5,279
MOBILE BANNER	\$569	\$1,116
PRODUCT OF THE MONTH	\$1,788	
MEDIUM RECTANGLE AD	\$1,064	\$4,508
RECTANGLE AD	\$753	\$3,249
RICH MEDIA	\$2,398	\$5,635
SLIDER	\$1,170	\$5,635
SUPER LEADERBOARD	\$1,460	\$5,738
BILLBOARD	\$1,580	\$6,197
PUSHDOWN	\$1,700	\$6,656
HALF PAGE	\$1,128	\$5,750
FILMSTRIP	\$1,355	\$6,900
SKYSCRAPER AD	\$903	\$4,600
SUPPLIED VIDEO	\$1,167	\$3,496
MEDIA CENTER SPONSOR	\$2,116	\$6,331
TOPIC SPONSORSHIP	\$851	\$2,536
WHITE PAPER	\$851	
COMPANY SHOWROOM	\$2,116	\$6,331
REGISTRATION LOGIN PAGE	\$1,696	\$5,083
ARTICLE SPONSORSHIP	\$293	\$851
BLOG SPONSORSHIP	\$1,489	
SPECIAL SECTION SPONSORSHIP	\$2,191	
COUNTDOWN CLOCK	\$5,635	
NATIVE ADVERTISING	\$6,337	
NATIVE ADVERTISING EXTENSION	\$2,053	

CO-BRANDED DEPLOYMENTS

CONTENT BLAST:	WITH LEADS	WITHOUT LEADS
1-5K	\$5,325	\$3,335
6-10K	\$6,659	\$4,663
11-15K	\$7,659	\$5,664

INTERACTIVE PRODUCTS

	1-5K NAMES	6-10K NAMES	11-15K NAMES
INTERACTIVE PRODUCT SPOTLIGHT	\$7,860	\$9,194	\$10,143
INTERACTIVE EDITORIAL INFOGRAPHIC- ADVERTISER	\$7,239		
INTERACTIVE EDITORIAL INFOGRAPHIC- NON-ADVERTISER	\$7,843		

All Rates are Gross

ROOFING CONTRACTOR

eNEWSLETTER

RC ENEWS

TOP LEADERBOARD AD

\$1,518

\$4,548

LEADERBOARD AD

\$1,300

\$3,778

TEXT ADS- 50 WORDS OR LESS

\$1,346

\$3,778

MEDIUM RECTANGLE

\$1,300

\$3,778

PRODUCT OF THE MONTH

\$1,627

\$4,865

RC TV SPONSOR

\$1,443

\$4,336

RC TV SPONSOR 3X

\$2,174

\$6,509

SMALL RECTANGLE

\$811

\$3,232

STREAMING VIDEO

\$1,627

\$4,865

SNEAK PEAK EBLAST SPONSOR

\$4,755

PREMIUM ADVERTISER

REGULAR RATES

SOCIAL MEDIA

FACEBOOK

\$615/EACH POST

\$2,271/MONTH - 4 POSTS

\$3,922/MONTH - 8 POSTS

\$891/EACH 15 SECOND VIDEO

\$1,323/EACH - 35 SECOND VIDEO

\$466/WEEK - CO-BRANDED WELCOME PAGE

\$1,535/MONTH - CO-BRANDED WELCOME PAGE

TWITTER

\$288/EACH TWEET

\$1,846/MONTH - 8 TWEETS

\$2,271/MONTH - 2 MONTHS OF 4 TWEETS PER MONTH

\$1,380/MONTH - TWITTER WIDGET- PREMIUM ADVERTISER

\$6,975/MONTH - TWITTER WIDGET- NON-PREMIUM ADVERTISER

\$1,225/MONTH - SPONSORED TWITTER BACKGROUND

eMEDIA

BOOTH VIDEOS SHOT, EDITED, AND EBLASTED

1 MINUTE OR LESS

\$2,139

2-3 MINUTES

\$3,565

3-4 MINUTES

\$6,411

PODCAST

CUSTOM, EXCLUSIVE

\$2,490

MULTI-SPONSORED

\$834

SOCIAL STARTUP PLAN

FACEBOOK/TWITTER CREATION CLIENT PROVIDES MATERIALS BNP MEDIA PROVIDES MATERIALS

\$5,509

\$9,942

LIVE EVENTS - BEST OF SUCCESS

BEST OF SUCCESS

\$7,000

BEST OF SUCCESS WEBINAR SPONSOR

\$2,000

STATE OF THE INDUSTRY COLUMN SPONSORSHIP

\$12,110

STATE OF THE INDUSTRY RESEARCH PROJECT

\$7,966

DIGITAL EDITION SPONSORSHIP

\$6,331

DIGITAL EDITION STREAMING MEDIA

\$920

ROOFING CONTRACTOR

DIRECTORIES - ROOFING RESOURCE

BASIC LISTING	\$92
DELUXE LISTING	\$776
PREMIUM PLUS LISTING	\$2,133
ADDITIONAL 2" PRODUCT SHOT/MINI AD	\$334
ADDITIONAL PRODUCT LISTINGS	\$17
ADDITIONAL PRODUCT LOGOS	\$161
BRANCH LISTINGS	\$81
BRANCH LOGOS	\$150
LOGO LISTING (ASSOCIATION)	\$104
PRODUCT LOGO	\$322
PRODUCT SHOT - 2"	\$771

CLASSIFIEDS

CLASSIFIED LINE AD (TEXT ONLY) PER 30 WORDS	CLASSIFIED LINE AD (TEXT ONLY) PER 30 WORDS
1X	\$144
3X	\$132
6X	\$127
12X	\$121
DISPLAY CLASSIFIED (PER COLUMN INCH)	
1X	\$219
3X	\$184
6X	\$236
12X	\$184

CLASSIFIED AD ONLINE (INCLUDED WITH PURCHASE OF PRINT AD)

\$161