



2024

Marketing & Membership Guide





About CRCA

CRCA is the leading trade association of roofing and waterproofing contractors in Illinois. CRCA members include Contractors, Manufacturers, Distributors, Manufacturers Representatives, Allied Services Suppliers and Consultants. CRCA Members meet and tackle issues important to the steep and low slope roofing industry and waterproofing industry.

CRCA's mission is to unite those engaged in the roofing and waterproofing industry in Illinois and beyond by providing educational programs, informational resources and networking opportunities, as well as advocating on behalf of its members to enhance roofing industry standards.



Become a Member

Why CRCA?

Membership at CRCA is an investment in your business and roofing industry, and helps members grow their businesses. CRCA works hard to understand members' concerns, to help solve their problems, and to compete and grow their companies through an array of benefits that meet the needs of today's Roofing, Waterproofing and Dampproofing Industry.

Member Categories

CONTRACTOR

CRCA Contractor Members are roofing contractors licensed by the State of Illinois.

ASSOCIATE

CRCA Associate Members are companies that provide products and service to roofing contractors. These types of companies may be: Distributors, Manufacturers, Manufacturers Representatives, Roof Consultants and Architects, and other Business Services.

ROOF CONSULTANT & ARCHITECT

Roof Consultant & Architect Membership is a type of Associate Members. This type of membership is open to roof consultant, architectural and engineering firms that specialize in building envelope work, focusing on the roof.





Membership Levels & Benefits

BASIC LEVEL MEMBERSHIP - \$835

- CRCA Members Only Webpage Access
- Free CRCA Webinar Access
- Committee Participation
- CRCA Members Only Affinity Programs
- Advocacy - Local, State & National levels
- Listing in CRCA Directory
- 1 Free Attendee to CRCA Membership Meetings
- Free Admission to CRCA CWIR & Emerging Leader Events
- 2nd Tier Access to CRCA Golf Outing & Annual Awards Dinner

BRONZE LEVEL MEMBERSHIP - \$1,500

- All Basic Membership Benefits
- 1x Quarter Page b/w *CRCA Today* Magazine Ad
- Logo on “CRCA Sponsors” page
- Special listing in *CRCA Today* Magazine
- Acknowledgment at CRCA Membership Meetings
- Partner introduction social media post
- Quarterly email acknowledgment to all CRCA Members

SILVER LEVEL MEMBERSHIP - \$2,500

- All Basic Membership Benefits
- 1x Half Page b/w *CRCA Today* Magazine Ad
- Listing on “CRCA Sponsors” page + 100-word description
- Special listing in *CRCA Today* Magazine
- Acknowledgment at CRCA Membership Meetings
- 1 additional free attendee to CRCA Membership Meetings
- Partner introduction social media post
- Quarterly email acknowledgment to all CRCA Members

GOLD LEVEL MEMBERSHIP - \$3,500

- All Basic Membership Benefits
- 1x Half Page color *CRCA Today* Magazine Ad
- Listing on “CRCA Sponsors” page + 250-word description
- Special listing in *CRCA Today* Magazine
- Promotional flyer sent in membership renewal mailing.
- Acknowledgment at CRCA Membership Meetings
- 1 additional free attendee to CRCA Membership Meetings
- Partner introduction social media post
- Quarterly email acknowledgment to all CRCA Members



Membership Levels & Benefits

PLATINUM LEVEL MEMBERSHIP - \$5,000

- All Basic Membership Benefits
- 1x Full Page Color *CRCA Today* Magazine Ad
- Listing on “CRCA Sponsors” page + 500-word description
- Acknowledgment at CRCA Membership Meetings & Annual Awards Dinner
- Special listing in *CRCA Today* Magazine
- 2 additional free attendees to CRCA Membership Meetings
- Partner introduction social media post
- Promotional flyer sent in membership renewal mailing.
- 1st Tier Access to registration to CRCA Golf Outing & Annual Awards Dinner
- Quarterly email acknowledgment to all CRCA Members

DIAMOND LEVEL MEMBERSHIP - \$10,000

- All Basic Membership Benefits
- 1x 2-page full color centerfold ad in *CRCA Today* Magazine
- Logo on CRCA home page
- Listing on “CRCA Sponsors” page + 1000-word description
- Acknowledgment at CRCA Membership Meetings, Scholarship Dinner & Annual Awards Dinner
- Special listing in *CRCA Today* Magazine
- 3 additional free attendees to CRCA Membership Meetings
- 2 free attendees to the CRCA Annual Awards Dinner
- Partner introduction social media post
- Promotional flyer sent in membership renewal mailing.
- 1st Tier Access Registration to CRCA Golf Outing & Annual Awards Dinner
- Quarterly email acknowledgment to all CRCA Members

To learn more & join CRCA, contact info@crca.org or call (708) 449-3340

CRCA TODAY

WHY SHOULD YOU ADVERTISE IN *CRCA TODAY*?

Reach a targeted audience of Roofing & Waterproofing Contractors, Architects, Roof Consultants, GCs and Building Managers and others throughout IL, IN, WI, IA, MN. The combined digital and print circulation of over 17,000 per issue contains editorial content geared to those that design, spec, install and sell/distribute roofing and waterproofing from a national, regional, and local perspective.

ARTICLES COVER:

- **Safety** including OSHA Mandates, Industry Trends, Weather Protection, Tools, and Equipment that help educate contractors, workers and others involved on a daily basis.
- **Legal** including Contract Language and Protection, Compliance with OSHA and other Governmental regulations, Employment and more.
- **Code & Standards** including State, Local and National Code Development, and Compliance, plus Key Strategies, Processes, Materials and Equipment essential in the Trade of Roofing.
- **Insurance and General Business** education including managing Workers' Comp, Coverage, Surety, Fraud Protection, Electronic Communication, Marketing, Licensing, Workforce Issues, Data Protection, Business Practices and More.
- **Industry Knowledge** including Workforce Development, Leadership, Sales Strategies, Mentorship, Multi-General, Technical Tools, Equipment and Product Advances.

Who Reads CRCA Today?



Interested in submitting an article or cover photo? Contact linda@crca.org

To Advertise:

Email: linda@crca.org

Call: (708) 449-3340

Website: www.CRCA.org



CRCA Advertising Insertion Order Form

2024 Directory Advertising Rates

Four Color

Full Page* \$995 1/2 Page \$750 1/4 Page \$550

*Includes logo + URL on CRCA.org Home Page

2024 CRCA Today Advertising Rates

Size	Member 4x	Member 2x	Member 1x	Nonmember 1x
<i>Black & White</i>				
Full	\$1,465	\$1,610	\$1,730	\$1,955
1/2	\$985	\$1,080	\$1,165	\$1,310
1/4	\$650	\$710	\$765	\$865
<i>Four Color</i>				
Full	\$2,065	\$2,270	\$2,235	\$2,755
1/2	\$1,720	\$1,890	\$2,030	\$2,290
1/4	\$1,095	\$1,195	\$1,295	\$1,460

Price per issue, billed after mailing.

Article Spotlight Digital Banner Ad

NEW FOR 2024

Limited to 1 ad per issue. Campaign to run 6x per CRCA Today Issue after initial issue launch....all with your Exclusive Banner Ad! Your ad includes URL/ Call-to-action link. Circulation: 9,000 per email

Banner Ad: 700x100 pixels maximum (.png or .jpg files)

Price: \$1,200 per issue

PRINTING SPECIFICATIONS

Image Files should be CMYK at least 300 DPI in Adobe InDesign, Illustrator, Photoshop or PDF File.

- Full Page: Bleed - 8.75x11.25, Trim - 8.5x11
- Half Page: Bleed - 8.75x5.625, Trim - 8.5x5.5
- Quarter Page: Bleed - 4x5.25, Trim - 3.625x4.875

All Directory & CRCA Today Ads Include URL/ Call-to-action link for digital format.

AD CLOSE DATES

CRCA Directory
2/9/2024

CRCA Today & Banner Ads

Winter	2/9/2024
Spring	4/5/2024
Summer	6/7/2024
Fall	10/18/2024

Advertiser Name: _____ Date: _____

Contact: _____ Email: _____

CRCA Directory Full Page 1/2 Page 1/4 Page New Ad Repeat Ad

CRCA Today Color B&W New Ad Repeat Ad

Issue Winter Spring Summer Fall

Size Full Page 1/2 Page 1/4 Page

Digital Banner Ad Winter Spring Summer Fall

Return insertion order to linda@crca.org