2027

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 (Insurance, Technology, Etc.).

ROOF CONSULTANT & ARCHITECT

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



Membership Levels & Benefits

BASIC LEVEL MEMBERSHIP - $875

- 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

BRONZE LEVEL MEMBERSHIP - $1,500

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

SILVER LEVEL MEMBERSHIP - $2,500

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

GOLD LEVEL MEMBERSHIP - $3,500

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

Membership Levels & Benefits

PLATINUM LEVEL MEMBERSHIP - $5,000

- All Basic Membership Benefits
- 1x Full Page *CRCA Today* Magazine Ad
- Company logo on CRCA.org home page
- Listing on CRCA "Upgraded Members" 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.
- Quarterly email acknowledgment to all CRCA Members
- 1 tabletop sponsorship at 1 CRCA Membership Meeting

DIAMOND LEVEL MEMBERSHIP - $10,000

- All Basic Membership Benefits
- 1x 2-Page Centerfold Ad in *CRCA Today* Magazine
- Logo on CRCA.org 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.
- Quarterly email acknowledgment to all CRCA Members
- 1 tabletop sponsorship at 1 CRCA Membership Meeting

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

CRCA TODAY

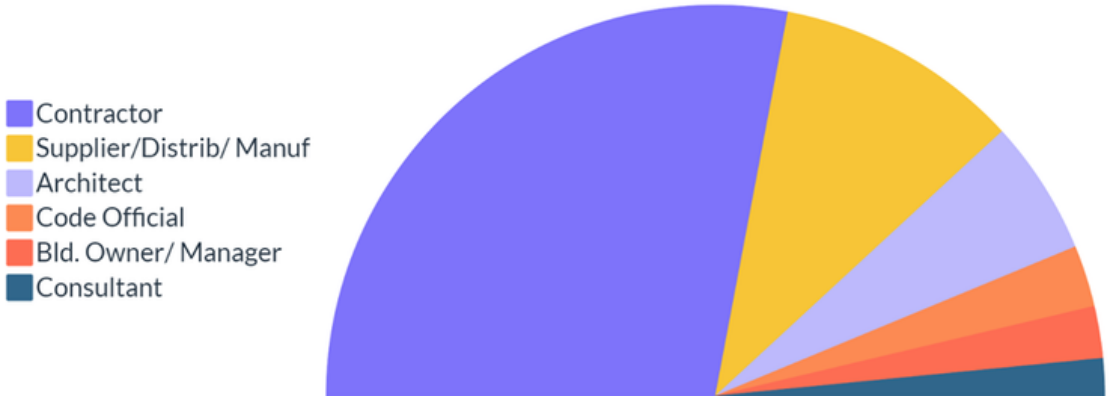
WHY SHOULD YOU ADVERTISE IN *CRCA TODAY*?

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 gina@crca.org

TO ADVERTISE:
Email: gina@crca.org
Call: (708) 449-3340
Website: www.CRCA.org

CRCA Today Advertising
Rates & Insertion Order

2027 *CRCA Today* Advertising Rates

Size	CRCA Member 4 Issue Price	CRCA Member 2 Issue Price	CRCA Member 1 Issue Price	CRCA Non-Member 1 Issue Price
Four Color - All rates per ad, per issue. Billed after publication.				
Full Page	$2,350	$2,590	$2,780	$3,235
½ Page	$1,995	$2,155	$2,325	$2,700
¼ Page	$1,240	$1,355	$1,475	$1,730

QUARTLERLY DIGITAL BANNER AD

AVAILABLE TO CRCA MEMBERS ONLY

$1,400
per issue

This digital banner ad is open to ONE exclusive advertiser per issue. The ad will appear as a large panel across the top of all weekly Article Spotlight eblasts. Each digital ad will run at least 6-8 times per quarter and include an active, unique URL directing readers to your website or a specific product link of your choice.

Circulation: 7,000+ per email.
PNG or JPG files, maximum 700 x 100 pixels.

AD SPECIFICATIONS

Image files should be CMYK at least 300 DPI in Adobe InDesign, Illustrator, or PDF File.
CRCA Today Ads Include URL/ Call-to-action link for digital format.

Size (inches)	Bleed | Trim
Full Page	8.75 x 11.25 | 8.5x11
Half Page	8.75 x 5.625 | 8.5x5.5
Quarter Page	4 x 5.25 | 3.625 x 4.875

ADVERTISING INSERTION ORDER

Advertiser Name: _____ **Date:** _____

Contact: _____ **Email:** _____

Ad URL: _____

Issue and Ad Selection

Issue	Full Page	½ Page	¼ Page	Digital Banner	New Ad	Repeat Ad
1	☐	☐	☐	☐	☐	☐
2	☐	☐	☐	☐	☐	☐
3	☐	☐	☐	☐	☐	☐
4	☐	☐	☐	☐	☐	☐

AD CLOSE DATES

Issue 1	February 15, 2027
Issue 2	May 15, 2027
Issue 3	August 15, 2027
Issue 4	November 8, 2027

Return insertion order to gina@crca.org

Need CRCA to create your ad? Contact CRCA for pricing.

CRCA Directory Advertising
Rates & Insertion Order

2027 Directory Advertising Rates

Four Color		
Full Page	**Half Page**	**Quarter Page**
$1,160	**$880**	**$650**

Ad Close Date: April 1, 2027

AD SPECIFICATIONS

Ad Size	Bleed Size (Inches)	Trim Size (Inches)
Full Page	8.75 x 11.25	8.5x11
Half Page	8.75 x 5.625	8.5x5.5
Quarter Page	4 x 5.25	3.625 x 4.875

Image Files: Image files should be CMYK at least 300 DPI in Adobe InDesign, Illustrator, or PDF.
All Directory Ads include a clickable URL / call-to-action link in digital format

ADVERTISING INSERTION ORDER

Advertiser Name: _____ **Date:** _____

Contact: _____ **Email:** _____

Ad URL: _____

Ad Size: ☐ Full Page ☐ ½ Page ☐ ¼ Page

Ad Type: ☐ New Ad ☐ Repeat Ad

Return Insertion Order to gina@crca.org

Need CRCA to create your ad? Contact CRCA for Pricing.