

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