

ROOFING BC

THE VOICE OF PROFESSIONAL ROOFING CONTRACTORS

Roofing BC is the official publication of the **Roofing Contractors Association of British Columbia (RCABC)**. Members of this progressive association are responsible for some 75 percent of all industrial, commercial and institutional roofing in the province, as well as a significant portion of the multi-family residential market. The estimated value of roofing materials purchased by this group exceeds \$100 million annually. **Roofing BC** is the key to this important sector of BC's construction industry.

Editorial Coverage

Roofing BC is designed to keep industry members and their clients up to date on the latest developments, issues and concerns in the industry, with contractor and project profiles, features and columns on such topics as education and training, insurance, safety and risk management, business management, building codes and regulations, legal issues, new products and technical updates.

Distribution

Roofing BC is a quarterly publication, mailed directly to roofing and construction industry professionals and decision-makers in related fields; RCABC members, general contractors, building code and regulatory authorities, manufacturers, distributors, architects, engineers, specifiers, inspectors, building management firms and various levels of government.

Advertising Rates and Specifications

Roofing BC's high visibility full-colour tabloid format on glossy stock distinguishes it from other trade publications, resulting in a high profile medium for advertising at an affordable price. **Roofing BC** offers very attractive insertion rates:

Ad rates (prices include colour)	1 Time	2 Times	3 Times	4 Times
Single Unit (size options below)	330	313	297	280
Single Unit Horizontal: 4.03" x 2"; Single Unit Vertical: 1.915" x 4"				
Double Unit (size options below)	449	425	404	380
Double Unit Square: 4.03" x 4"; Double Unit Banner; 8.26" x 2"				
Triple Unit (4.03" x 6")	595	565	535	495
1/3 Page (size options below)	925	875	830	785
1/3 Square: 6.145" x 6.75"; 1/3 Horizontal: 10.375" x 4.375"				
1/2 Page (10.375" x 6.75")	1125	1065	998	955
Full Page (dimensions below)	1795	1698	1598	1525
Trim: 11.625" x 15"; Safety: 10.375" x 13.75"; Bleed: 11.875" x 15.25"				
20% premium added for outside back cover position; 15% on inside covers.				
Full bleed included on full page ads.				

Supplied digital ad copy

Preferred: Illustrator EPS or PDF; CMYK; 300 DPI; no crop or bleed marks

2012 Ad Space Reservation Deadlines*

Spring	March 2
Summer	June 1
Fall	September 1
Winter	November 30

Closing for Materials*

March 9
June 8
September 8
December 7

*Reservation and Closing dates subject to minimal change

Special offer for Roofing BC advertisers

As a complimentary service, your ad can be designed by our Art Director.



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