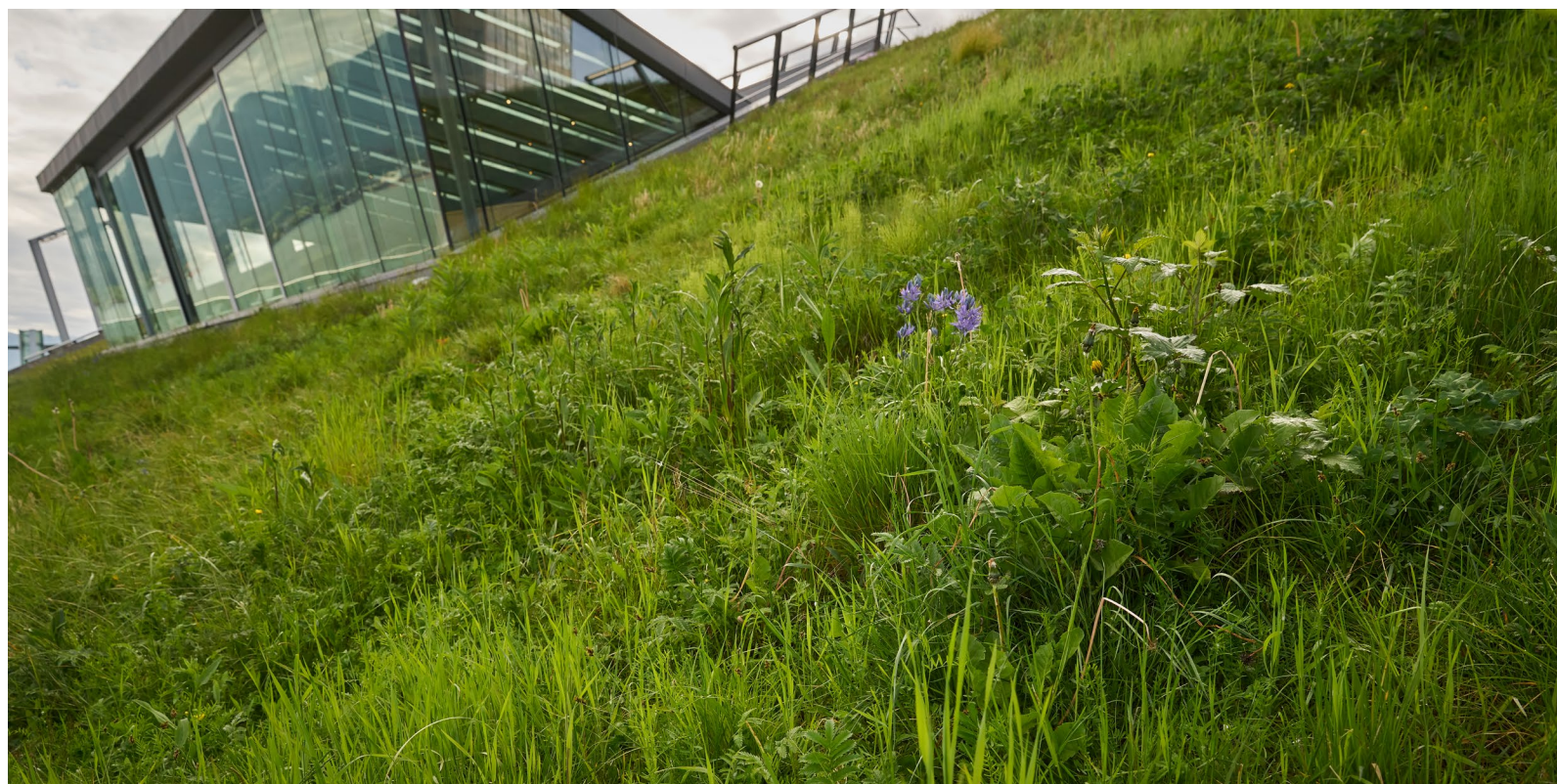


THE VOICE OF PROFESSIONAL ROOFING CONTRACTORS

ROOFING BC



2021 Media Planner

ABOUT RCABC

The Roofing Contractors Association of British Columbia (RCABC) was founded in 1958 and is made up of a network of companies dedicated to the highest standards of roofing practices in British Columbia. RCABC provides its members with training, technical support and leadership to enable them to offer their customers the highest quality roofing practices, guarantees and business ethics in roofing and related industries.

RCABC is uniquely positioned by having a roofing guarantee program, which is built upon reputable contractors, well-trained installers, the best materials and independent inspections. Members of the association are the only roofing contractors in the province that can offer building owners the RoofStar guarantee. Another exclusive benefit of RCABC membership is the Roofing Practices Manual, which contains the standards and best practices for roofing in B.C. Architects, roofing consultants and spec writers refer to the manual when writing specifications for roofing projects in British Columbia. There is no other comparable roofing authority in the province.

CONSIDER THIS

- RCABC is affiliated with the Canadian Roofing Contractors Association, the National Roofing Contractors Association, Construction Specifications Canada, the Vancouver Regional Construction Association and the Roofing Consultants Institute – Western Canada Chapter.
- Members of RCABC are responsible for 75 per cent of all commercial and low-slope roofing installations in British Columbia.
- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominating Internet marketing and telemarketing in building long-term relationships, promoting loyalty and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience. With 73 per cent of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium where the reader is receptive and in full control.



INTERESTING FACT:

Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.

Source: 2016 Consumer Magazine Media Fact Book



WHY ADVERTISE?

UNPARALLELED EXPOSURE!

Roofing BC has a readership of over 1,200 each quarter and is also viewed online on RCABC's website (www.rcabc.org) ensuring your business' message is front and centre. *Roofing BC* provides informative editorial content and unparalleled exposure to a widespread scope of participants across the industry. Advertising in this magazine is an extraordinary opportunity, providing you direct access to a dedicated audience. The magazine will also be distributed at various industry events and educational conferences throughout the year.

YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide and diverse variety of readers. The magazine is distributed to RCABC accepted inspectors, institutions, government, insurance and industry stakeholders. Supplier/manufacturer members also circulate *Roofing BC* to their sales teams for roofing industry information and use as a reference to customers. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key construction industry professionals, leaders and decision makers across the province. These include:

- Architects
- Suppliers
- Engineers
- Building envelope consultants
- Spec writers
- General contractors
- Building owners
- Property managers
- Roofing design authorities
- Strata council members

THE MAGAZINE

Roofing BC is the official publication of the RCABC and is the most reliable source of information and insights focusing on the main priorities of the organization. *Roofing BC* is a great tool used to assist members to increase their proficiency in B.C.'s roofing industry. *Roofing BC* is designed to keep members, their clients and other industry groups up-to-date on the latest developments, issues and concerns in roofing. The RCABC works to hold the roofing industry conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

Roofing BC is a vital source for members to facilitate knowledge and increase expertise in their given field. This magazine presents an excellent means of communication within the industry, providing not only a forum for corporations and service organizations to interconnect, but also delivers informative and in-depth articles focusing on current news and developments in the roofing industry, interesting projects, information about emerging technologies, building codes and regulations, safety and risk management, education and training, business management and planning, as well as news from the association.

Roofing BC is uniquely poised to deliver your message to fundamental players and advisers in the industry, representing members across the province. The magazine is printed in full-colour and gloss, sized 8.375" x 10.875" and is published three times per year. *Roofing BC* is the powerful voice of B.C.'s roofing industry, and continues to create a lasting impact with business leaders and industry professionals.



INTERESTING FACT:

Readers have a positive attitude toward advertising in magazines and believe the ads provide useful information. This holds true among digital readers.

Source: 2012-2013 Magazine Media Factbook

PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	3X RATE	1X RATE
Inside Back Cover	\$2,069.50	\$2,299.50
Inside Front Cover	\$2,069.50	\$2,299.50
Outside Back Cover	\$2,159.50	\$2,399.50



DIGITAL EDITION SPONSORSHIP

READ ONLINE

Enjoy the next issue
of **ROOFING BC**
in your browser for free!

Click [HERE](#) for information on digital advertising.
If you have any questions or concerns about your
digital advertising needs, please contact your
MediaEdge Sales Representative.



ADVERTISING RATES

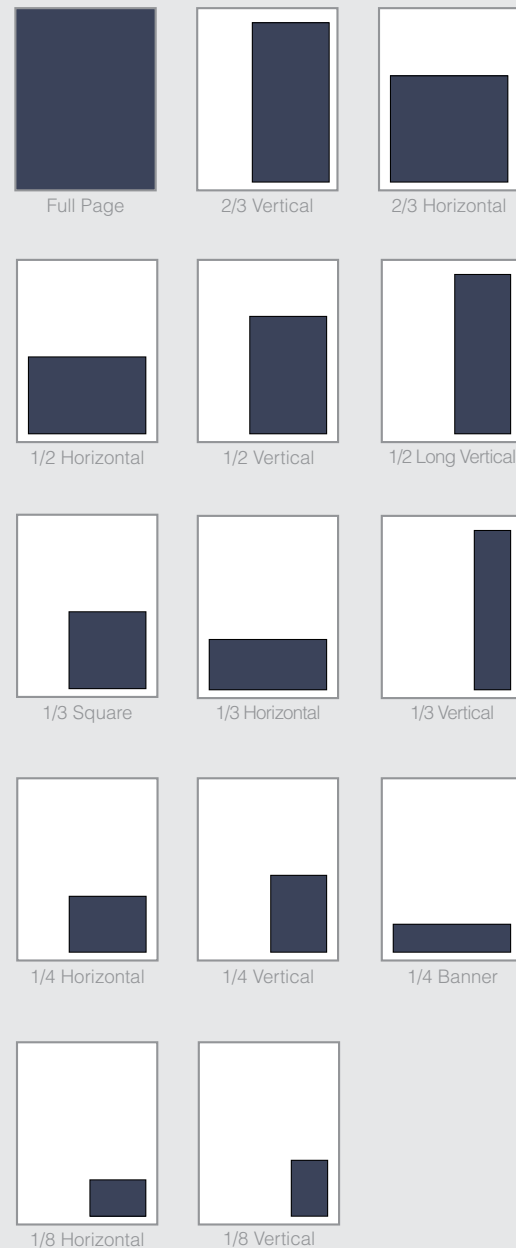
Please Note: AD Rates are Price Per Issue

Guaranteed Rates: Add 15%

Black & White Rates: 25% discount

SIZE	WIDTH	DEPTH	3X RATE	2X RATE	1X RATE
Full Page trim*	8.375"	10.875"	\$1,799.00	\$1,899.00	\$1,999.00
2/3 Vertical	4.583"	9.5"	\$1,649.00	\$1,799.00	\$1,899.00
2/3 Horizontal	7"	6.333"	\$1,649.00	\$1,799.00	\$1,899.00
1/2 Horizontal	7"	4.583"	\$1,189.50	\$1,239.50	\$1,339.50
1/2 Vertical	4.583"	7"	\$1,189.50	\$1,239.50	\$1,339.50
1/2 Long Vertical	3.333"	9.5"	\$1,189.50	\$1,239.50	\$1,339.50
1/3 Square	4.583"	4.583"	\$979.50	\$1,029.50	\$1,089.50
1/3 Horizontal	7"	3"	\$979.50	\$1,029.50	\$1,089.50
1/3 Vertical	2.1667"	9.5"	\$979.50	\$1,029.50	\$1,089.50
1/4 Horizontal	4.583"	3.333"	\$469.50	\$499.50	\$519.50
1/4 Vertical	3.333"	4.583"	\$469.50	\$499.50	\$519.50
1/4 Banner	7"	2.1667"	\$469.50	\$499.50	\$519.50
1/8 Horizontal	3.333"	2.1667"	\$339.50	\$359.50	\$389.50
1/8 Vertical	2.1667"	3.333"	\$339.50	\$359.50	\$389.50

* **MUST have .125" of bleed**



MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"

INSERTS & BELLY BANDS:

Available upon request

ADVERTISING AGENCIES:

Please add 15%

AD PROOF CHARGE:

\$25.00

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

UPCOMING EVENTS



EVENTS:

2021 Annual Golf Tournament

2021 RCABC AGM, Awards Lunch
and Roofers Reindeer Rampage

Ask your MediaEdge representative about
maximizing your exposure by advertising in the
upcoming 2021 issues.

PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
Volume 18. Issue #1, 2021	January 2021	February 2021
Volume 18. Issue #2, 2021	May 2021	June 2021
Volume 18. Issue #3, 2021	September 2021	October 2021

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