



# 2018 Media Planner



## ABOUT RCABC

Founded in 1958, the Roofing Contractors Association of British Columbia (RCABC) 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, support and leadership to enable them to offer 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.



### INTERESTING FACT:

RCABC is committed to supporting local, non-profit community organizations and individuals through financial contributions and in-kind services that are outlined in the association's charitable giving guidelines.



# THE MAGAZINE

Roofing BC is the official publication of the Roofing Contractors Association of British Columbia (RCABC). Each issue highlights news and views about current developments in the roofing industry, interesting projects, information about emerging technologies, as well as news from the association. Published four 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.

## WHY ADVERTISE?

### UNPARALLELED EXPOSURE!

Every RCABC member receives a copy of Roofing BC which is jam-packed with informative editorial content - including industry profiles, project features and roofing news. With over 1200 readers, the magazine is also 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 as a reference to customers.

### YOUR TARGET AUDIENCE!

Distributed at various industry events and educational conferences, Roofing BC reaches key industry leaders and decision-makers. By advertising in Roofing BC, your business will be exposed to some of the leading decision-makers across the province. These include:

- Architects
- Building envelope consultants
- Spec writers
- General contractors
- Building owners
- Property managers
- Strata council members



### INTERESTING FACT:

**61** % of magazine readers took action, or planned to take action, based on specific advertising seen in magazines.

Source: GfK MRI Starch

# PREMIUM POSITIONS

## COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	4X 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

\*Members receive a 10% discount on advertising rates

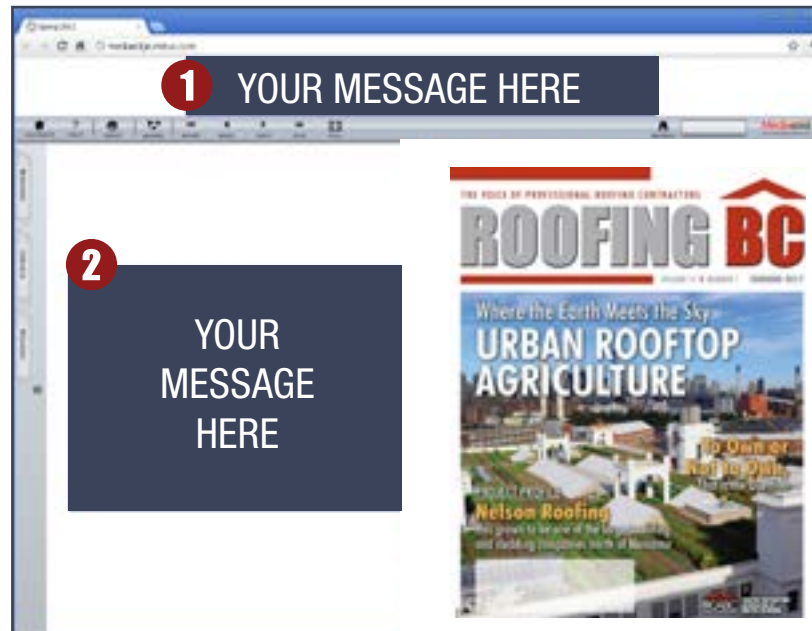


## DIGITAL EDITION SPONSORSHIP

MediaEdge digital editions provide a great user experience and have delivered over 2,700,000 page views. Enjoy premium recognition for your company by engaging readers that utilize the digital edition. Sponsor opportunity includes both Exclusive positions.

### DIGITAL EDITION OPTIONS

	SIZE	1X RATE
1 Top Banner/ Leaderboard	728x90 pixels	\$1,500
2 Left of Cover	500x400 pixels	
Video (with Ad)		\$350
Video (without Ad)		\$750



Digital Files: Required format is a 300dpi PNG file, in RGB mode. All files must be accompanied by a colour proof. Publisher assumes no responsibility for accuracy when files are not provided in required format.

# ADVERTISING RATES

PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE

Black & White Rates: 25% discount

\*Members receive a 10% discount on advertising rates

SIZE	WIDTH	DEPTH	4X RATE	3X RATE	2X RATE	1X RATE
Full Page with Bleed	8.625"	11.125"	\$1,799.00	\$1,899.00	\$1,999.00	\$2,199.00
Full Page	7"	9.5"	\$1,799.00	\$1,899.00	\$1,999.00	\$2,199.00
2/3 Vertical	4.583"	9.5"	\$1,649.00	\$1,799.00	\$1,899.00	\$1,999.00
2/3 Horizontal	7"	6.333"	\$1,649.00	\$1,799.00	\$1,899.00	\$1,999.00
1/2 Horizontal	7"	4.583"	\$1,189.50	\$1,239.50	\$1,339.50	\$1,389.50
1/2 Vertical	4.583"	7"	\$1,189.50	\$1,239.50	\$1,339.50	\$1,389.50
1/2 Long Vertical	3.333"	9.5"	\$1,189.50	\$1,239.50	\$1,339.50	\$1,389.50
1/3 Square	4.583"	4.583"	\$979.50	\$1,029.50	\$1,089.50	\$1,139.50
1/3 Horizontal	7"	3"	\$979.50	\$1,029.50	\$1,089.50	\$1,139.50
1/3 Vertical	2.1667"	9.5"	\$979.50	\$1,029.50	\$1,089.50	\$1,139.50
1/4 Horizontal	4.583"	3.333"	\$469.50	\$499.50	\$519.50	\$569.50
1/4 Vertical	3.333"	4.583"	\$469.50	\$499.50	\$519.50	\$569.50
1/4 Banner	7"	2.1667"	\$469.50	\$499.50	\$519.50	\$569.50
1/8 Horizontal	3.333"	2.1667"	\$339.50	\$359.50	\$389.50	\$409.50
1/8 Vertical	2.1667"	3.333"	\$339.50	\$359.50	\$389.50	\$409.50

## MECHANICAL REQUIREMENTS

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



Full page



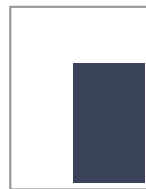
2/3 Vertical



2/3 Horizontal



1/2 Horizontal



1/2 Vertical



1/2 Long Vertical



1/3 Square



1/3 Horizontal



1/3 Vertical



1/4 Horizontal



1/4 Vertical



1/4 Banner



1/8 Horizontal



1/8 Vertical

# UPCOMING EVENTS

RCABC Spring Conference	BCBEC Conference – Canadian Conference on Building Science & Technology
AIBC Annual Conference- Architecture Institute of BC	CHES BC Annual Conference-Canadian Healthcare Engineering Society
CSC Construction Specifications Canada	UBCM Convention – Union of BC Municipalities
EFMA Annual Conference & Trade Show – Educational Facilities Management Association	RCABC AGM, Award Lunch & Roofers Reindeer Rampage
RFABC 2018 Conference – Recreational Facilities Association of BC	RCI Western Chapter AGM & Tradeshow

# 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.

**INSERTS & BELLY BANDS:** Available upon request  
**GUARANTEED POSITION:** 15% extra  
**ADVERTISING AGENCIES:** Please add 15%  
**AD PROOF CHARGE:** \$25.00

## PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
Spring - 2018	December 2017	February 2018
Summer - 2018	April 2018	May 2018
Fall - 2018	July 2018	August 2018
Winter - 2018	October 2018	November 2018

