

THE VOICE OF PROFESSIONAL ROOFING CONTRACTORS

ROOFING BC



2024 Media Planner

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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 also affiliated with the Canadian Roofing Contractors Association, the National Roofing Contractors Association, Construction Specifications Canada, the Vancouver Regional Construction Association and the International Institute of Building Enclosure Consultants – Western Chapter.

RCABC is uniquely positioned by having a roofing guarantee program, which is built on reputable contractors, well-trained installers, the best materials and independent inspections. RCABC members 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.

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 help members 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 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. It not only provides 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. It offers interesting information about projects, emerging technologies, building codes and regulations, safety and risk management, education and training, business management and planning, as well as news from the association.



PUBLISHING DATES

| ISSUE | PUBLISH | MATERIAL DUE |
|---------------------------|---------------|----------------|
| Volume 21. Issue #1, 2024 | February 2024 | January 2024 |
| Volume 21. Issue #2, 2024 | June 2024 | May 2024 |
| Volume 21. Issue #3, 2024 | October 2024 | September 2024 |

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.

Why Advertise

UNPARALLELED EXPOSURE!

Roofing BC has a distribution of over 1,200 three times a year 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, including owners, architects, general contractors and more. 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 to use as a reference for 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
- Building envelope consultants
- Building owners
- Engineers
- General contractors
- Property managers
- Roofing design authorities
- Spec writers
- Strata council members
- Suppliers

UPCOMING EVENTS

- **National Roofing Week:**
June 2024
- **AGM & Awards Luncheon:**
December 2024

Ask your MediaEdge representative about maximizing your exposure by advertising in the upcoming 2024 issues.



Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

| SIZE | WIDTH | DEPTH | 3X RATE | 1X RATE |
|---------------------|--------|---------|------------|------------|
| Inside Front Cover* | 8.375" | 10.875" | \$2,069.50 | \$2,299.50 |
| Inside Back Cover* | 8.375" | 10.875" | \$2,069.50 | \$2,299.50 |
| Outside Back Cover* | 8.375" | 10.875" | \$2,159.50 | \$2,399.50 |

* MUST have .125" of bleed

Full-Colour Rates

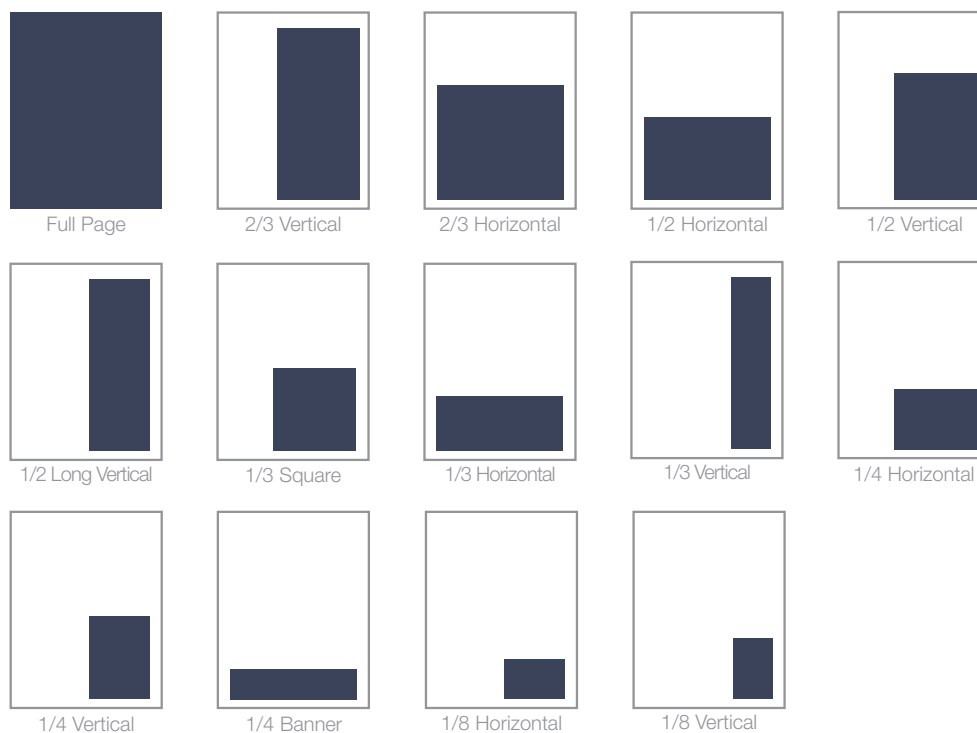
| SIZE | WIDTH | DEPTH | 3X RATE | 2X RATE | 1X RATE |
|-------------------|---------|---------|------------|------------|------------|
| Full Page trim* | 8.375" | 10.875" | \$1,889.50 | \$1,989.50 | \$2,099.50 |
| 2/3 Vertical | 4.583" | 9.5" | \$1,739.50 | \$1,889.50 | \$1,999.50 |
| 2/3 Horizontal | 7" | 6.333" | \$1,739.50 | \$1,889.50 | \$1,999.50 |
| 1/2 Horizontal | 7" | 4.583" | \$1,319.50 | \$1,369.50 | \$1,479.50 |
| 1/2 Vertical | 4.583" | 7" | \$1,319.50 | \$1,369.50 | \$1,479.50 |
| 1/2 Long Vertical | 3.333" | 9.5" | \$1,319.50 | \$1,369.50 | \$1,479.50 |
| 1/3 Square | 4.583" | 4.583" | \$1,079.50 | \$1,139.50 | \$1,209.50 |
| 1/3 Horizontal | 7" | 3" | \$1,079.50 | \$1,139.50 | \$1,209.50 |
| 1/3 Vertical | 2.1667" | 9.5" | \$1,079.50 | \$1,139.50 | \$1,209.50 |
| 1/4 Horizontal | 4.583" | 3.333" | \$529.50 | \$559.50 | \$579.50 |
| 1/4 Vertical | 3.333" | 4.583" | \$529.50 | \$559.50 | \$579.50 |
| 1/4 Banner | 7" | 2.1667" | \$529.50 | \$559.50 | \$579.50 |
| 1/8 Horizontal | 3.333" | 2.1667" | \$379.50 | \$399.50 | \$429.50 |
| 1/8 Vertical | 2.1667" | 3.333" | \$379.50 | \$399.50 | \$429.50 |

* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Black & White Rates: 25% discount
 Advertising Agencies: Please add 15%
 Ad Proof Charge: \$25.00

MECHANICAL REQUIREMENTS

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



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. Publisher assumes no responsibility for accuracy when a proof is not provided.