



Professional Roofing

display advertising rates

2010 Professional Roofing Display Advertising Rates*

Black and White Rates (Gross)	1-3x	4-6x	7-9x	10-12x	13-17x	18x
Full page	\$4,285	\$4,100	\$3,720	\$3,585	\$3,470	\$3,225
2/3 page	\$4,080	\$3,800	\$3,585	\$3,470	\$3,275	\$3,070
Island (new for 09)	\$3,700	\$3,450	\$3,225	\$3,120	\$2,965	\$2,740
1/2 page	\$3,340	\$3,090	\$2,860	\$2,760	\$2,660	\$2,410
1/3 page	\$2,515	\$2,235	\$2,100	\$2,020	\$1,905	\$1,800
1/4 page	\$1,995	\$1,905	\$1,770	\$1,670	\$1,605	\$1,535
1/6 page	\$1,420	\$1,285	\$1,775	\$1,090	\$1,040	\$955
Full page and 1/3	\$7,290	\$6,610	\$6,035	\$5,820	\$5,600	\$5,225
Spread	\$8,700	\$7,920	\$7,715	\$7,505	\$6,975	\$6,645
Cover II	\$5,440	\$4,780	\$4,535	\$4,400	\$4,285	\$3,925
Cover III	\$5,240	\$4,615	\$4,365	\$4,265	\$4,100	\$3,800
Cover IV	\$5,770	\$5,110	\$4,780	\$4,665	\$4,535	\$4,295

*Frequency is based on Professional Roofing advertising. Rates are agency-commissionable.



Color Rates (Gross)	Four Color	Standard and Matched Color
Spread	\$3,300	\$1,250
Full page	\$1,875	\$950
2/3 page	\$1,875	\$950
Island	\$1,000	\$550
1/2 page	\$1,000	\$550
1/3 page	\$850	\$450
1/4 page	\$850	\$450
1/6 page	\$550	\$350

New Advertisers

New advertisers qualify for special rates. For every two display ads you purchase, you get one free! Contact Jeff Jarvis for details and rates at jjarvis@nrca.net or (800) 323-9545, ext. 7512.

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