

2012 Professional Roofing Display Advertising Rates*

Black and White Rates (Gross)

	1-3x	4-6x	7-9x	10-12x	13-17x	18x
Full page	\$4,540	\$4,345	\$3,945	\$3,800	\$3,680	\$3,420
2/3 page	\$4,325	\$4,025	\$3,800	\$3,685	\$3,470	\$3,255
Island	\$3,925	\$3,660	\$3,420	\$3,210	\$3,140	\$2,905
1/2 page	\$3,540	\$3,035	\$3,035	\$2,925	\$2,820	\$2,560
1/3 page	\$2,670	\$2,370	\$2,225	\$2,140	\$2,020	\$1,910
1/4 page	\$2,110	\$2,020	\$1,875	\$1,770	\$1,700	\$1,625
1/6 page	\$1,500	\$1,360	\$1,250	\$1,150	\$1,100	\$1,010
Full page and 1/3	\$7,725	\$7,015	\$6,400	\$6,175	\$5,950	\$5,540
Spread	\$9,220	\$8,400	\$8,185	\$7,730	\$7,185	\$6,845
Cover II	\$5,770	\$5,075	\$4,810	\$4,665	\$4,545	\$4,160
Cover III	\$5,560	\$4,890	\$4,630	\$4,520	\$4,350	\$4,030
Cover IV	\$6,120	\$5,420	\$5,065	\$4,940	\$4,810	\$4,560

Additional 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

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