



# Electronic advertising

## NRCA Website www.nrca.net

NRCA's website, www.nrca.net, is referenced daily by building owners, homeowners, specifiers and contractors. The site features up-to-date roofing industry news, search options, an enhanced government relations section, NRCA publications and DVDs and a searchable database of contractors. NRCA's website gives your company maximum exposure to numerous markets.



SAMPLE  
of Members Only News  
Banner Advertising  
468x60

## NRCA Members Only News

Access more than 3,600 NRCA members through NRCA's online members only news that features a report from NRCA's president, information about the services available to members and details about NRCA's most current accomplishments. In addition to your logo, you also will receive a banner ad on the news archive page.

## 2012 NRCA Members Only Rates

	Per Quarter
Company logo on members only home page and banner ad on news archive page	\$500



SAMPLE  
of Full  
Banner Ad  
468x60

## 2012 Website Advertising Rates

Website Banner Advertising Per Month

Standard Website Banner \$1,550

*A standard full-page banner ad will appear on every page of NRCA's website (except the home page) and will include a link to your company's website. The rate is valid for an entire month.*

Home Page Banner \$550

*A home-page banner ad will appear solely on NRCA's home page, www.nrca.net, and will include a link to your company's website. The rate is valid for an entire month.*



SAMPLE  
of Home Page  
Banner Ad  
263x175



SAMPLE of Roofing Industry News Ads

SAMPLE of Roofing Industry News Ads 468x60

### NRCA Roofing Industry News

NRCA's *Roofing Industry News* features up-to-date information about NRCA activities, special offerings, and industry-related events and reports on government, finance and construction data. With each click of a user's mouse through NRCA's Web site pages, your online sponsorship will appear in the *Roofing Industry News* data island on every page of NRCA's website.

### 2012 NRCA Roofing Industry News Rates

	Per Quarter
Company logo on Roofing Industry News data island and a banner ad on news archive page	\$1,500

### E-News, NRCA's Weekly Electronic Newsletter

Reach more than 11,000 roofing professionals by placing a banner ad in E-News, NRCA's weekly electronic newsletter covering late-breaking news and the week's events within the industry.

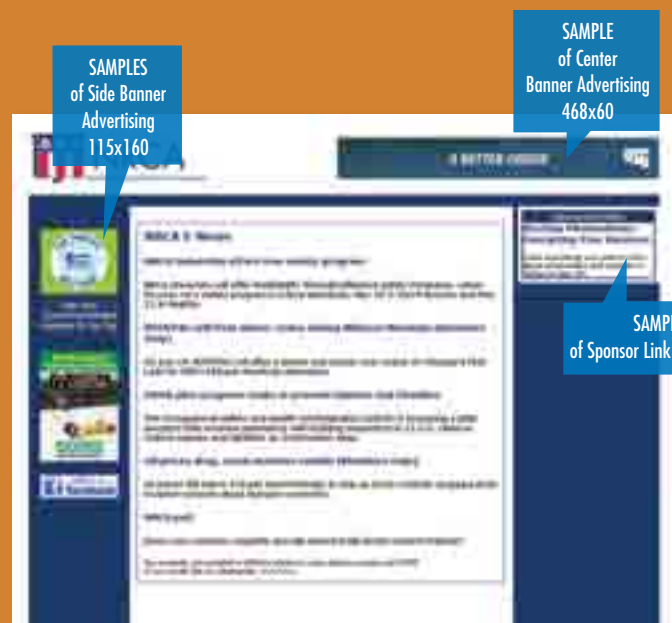
### 2012 E-News Advertising Rates

E-News Advertising	Per Week
Center Banner	\$525
Side Banner	\$375
Sponsored Link	\$375

### 2012 Sponsored Links

NRCA sponsored links offer monthly advertising opportunities on every page of NRCA's website. Links are located on the right navigation panel and offer a quick read for users to click through to a customized landing page on your website.

	Per Month
Headline (25 characters), copy (90 characters) and website link	\$200



SAMPLES of Side Banner Advertising 115x160

SAMPLE of Center Banner Advertising 468x60

SAMPLE of Sponsor Link Advertising



SAMPLE of Sponsored Links

SAMPLE  
of Full  
Banner Ad  
468x60



**Professional Roofing Website**  
**www.professionalroofing.net**

*Professional Roofing's* website, [www.professionalroofing.net](http://www.professionalroofing.net), features online access to everything NRCA's monthly publication, *Professional Roofing*, has to offer including special web exclusives. Visitors are able to view feature photos, access magazine archives, perform keyword searches and much more.

**2012 Professional Roofing Website Advertising Rates**

Website Banner Advertising	Per Month
Standard Website Banner	\$1,100

*A standard full page banner ad will appear on every page of Professional Roofing's website, (except the home page) include a link to your company's website, and rotate with other banners reserved for that month.*

Home Page Banner	\$300
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*A home page banner ad will appear solely on Professional Roofing's home page, and will include a link to your company's website. The home page banner is exclusive each month.*



SAMPLE  
of Home Page  
Banner Ad  
263x175

## Electronic Advertising Specifications

- Specifications for NRCA and *Professional Roofing Website* Banner and Center Banner in E-news: 468 pixels wide by 60 pixels high, no animation and file size less than 25k.
- Specifications for NRCA Home Page Banner: 263 pixels wide by 175 pixels high, no animation and file size less than 25k.
- Specifications for *Professional Roofing Website* Home Page Banner: 225 pixels wide by 150 pixels high, no animation and file size less than 25k.
- Specifications for Side Banner in E-News: 115 pixels wide by 160 pixels high, no animation and file size less than 25k.
- Specifications for Sponsored Link in E-News: Hyperlink to your company's Website; 15 words of text to appear below your company's name.
- Specifications for NRCA Sponsored Links: Headline (25 characters), copy (90 characters) and website link.
- Specifications for NRCA *Members Only* and *Roofing Industry News* Logo and Banner: Logo—263 pixels wide by 35 pixels high, no animation and file size less than 25k. Banner—468 pixels wide by 60 pixels high, no animation and file size less than 25k.

## Image File Format

.jpg or .gif Colors: 256 limit

## Availability

NRCA's electronic advertising opportunities offer a limited number of advertising placements per available vehicle. Please refer to the information below.

Vehicle	Frequency	Maximum Number of Placements
NRCA and <i>Professional Roofing</i>		
Website banner	Monthly	8
NRCA and <i>Professional Roofing</i>		
home page banner	Monthly	1
E-News center banner ad	Weekly	1
E-News side banner ad	Weekly	2
E-News sponsored link ad	Weekly	2
NRCA sponsored links	Monthly	2
NRCA <i>Members Only</i> and		
<i>Roofing Industry News</i> logo and banner	Quarterly	1

E-mail artwork to [llewis@nrca.net](mailto:llewis@nrca.net). Include in the e-mail the name of the advertiser, date the ad is to appear and the url to which you would like the ad to link.

