



The Roofing Industry Product Center

Internet marketing is all about using multiple channels to reach your customers. This is especially important with buyers who go online first for product information. The Roofing Industry Product Center brings detailed data about your products and systems to the world's most highly qualified audience for roofing products. Through the Product Center, you reach NRCA contractors and decision makers at the point of purchase.

- **Audience:** Your messages reach a core audience of NRCA contractors and roofing industry suppliers plus an extended audience of designers, consultants, specifiers, engineers and facility managers.
- **Products and Systems:** Sales messages for individual products and systems unlock hidden product equity and take advantage of how contractors decide what to buy.
- **Point of Purchase:** Your messages affect customers when they are reviewing specs, developing submittals and solving jobsite problems—exactly when they are making their final decisions about what products to buy.



The Product Center does more than list your products. Messaging at the time of purchase helps you close the deal.



Focused on the information needs of contractors, distributors, design firms and facility managers, your products reach a broad audience of subscribers and free search users.

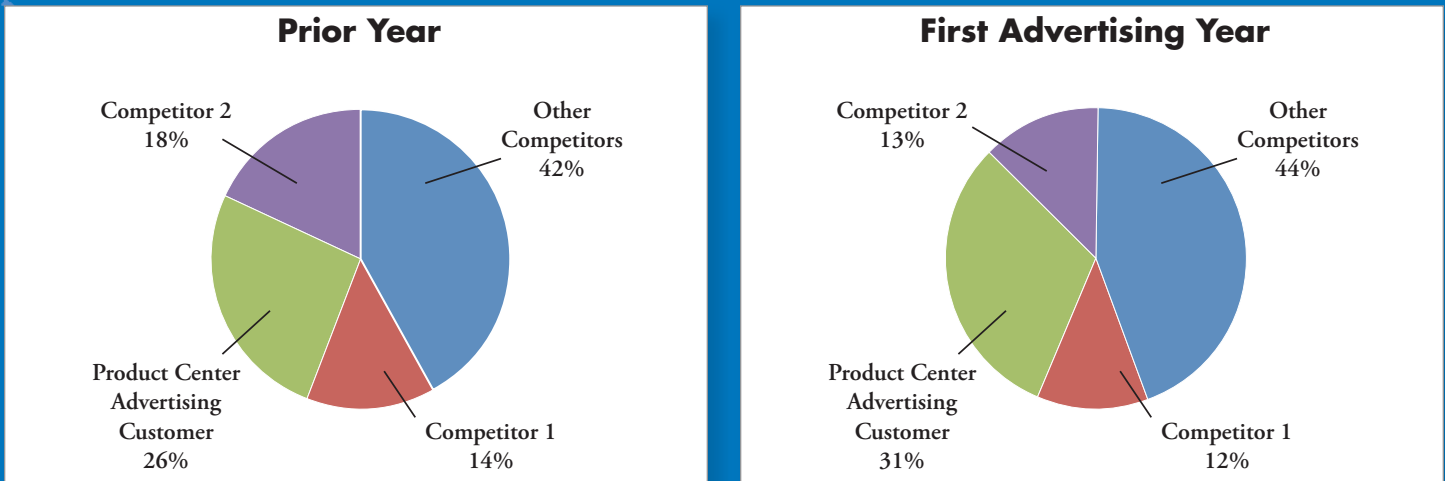
Including searchable product distribution based on user location.

Visit www.nrca.net/ripc for a free search and online demo.



Product Center advertising gets you a real return on investment. You'll see growth in database access and market share, including an increase in product sales.

Increase in Market Share in Key Product Category



Customer has increased relative share versus its closest competitor by 33 percent

Specifications can be complicated, and most jobs require information from multiple manufacturers.

Product Center users have access to software tools that let them gather information about multiple products from multiple manufacturers to create a submittal. Submittals can be posted to a URL and are available for integration with project management and design software.

P Package Details

Copy / Move Send Make Current Print Preview Cover Page Delete

Marin Community College Type:

Package Name:

Description:

Title:

Project:

Date:

Submittal Type:

Contract Number:

Project Number:

Dodge Number:

Other References:

TO:

FROM:

Footer Note:

Products and Documents Included

Autosaved at 08:39 am

Package#	Item#	Section	Sub Section	Product Specified	Product Submitted	Documents Submitted	Notes
07 16 00	1	07 16 16	2.2a 1	Waterproofing Materials	Xypex Concentrate	Product Data (4 pg, 36 kB)	First Coat
7131 00	2	71 31 00	2.1A	Modified Bituminous Sheet Waterproofing	Bituthene System 4000 Waterproofing Membrane	Product Data - Above Grade Waterproofing (6 pg, 224 kB) Grace - Installation Instructions - Preprufe Waterproofing Membranes; APPLICATION PROCEDURES (5 pg, 99 kB)	Not less than 60mil - (1.5mm)
07 55 00	1	07 55 23	2.2A	Roofing Membrane	Sure-Weld Extra Reinforced TPO Membrane	Product Data (5 pg, 87 kB) NRCA - Detail Drawing - NRCA Detail - Base Flashing With Surface-mounted Counterflashing At Concrete Wall - SP-4 (2 pg, 505 kB)	TPO

Your products will be accessed through NRCA's Web site where contractors, architects and other industry professionals will gain access to information you place with the Product Center's database. The free search offers users access to searches based on company name and product category. Subscribers will be able to access similar data including specific product name searches including ASTM standards.



Communicate the versatility of your products, the advantages of your systems and outstanding features of your products to the roofing industry.

Roofing Industry Product Center Rate Card

Full Product Listing	Product Match Advertising	System Advertising	Company Advertising	Green Data Advertising
Add your entire product line including MSDSs, guide specifications, installation details and more.	Emphasize distinct product attributes with industry standard icons and bullet-point messaging highlights.	Add complete submittal-ready packages. Include basic products and high margin accessories. A complete assortment of products.	Optimized premium home-page placement including banner advertising and detailed company documentation and messaging.	Sustainable products are searchable by LEED credit including pre- and post-consumer recycling content, VOC and more.
Starting Rate Subscriptions Per Year				
\$1,200	\$900 Per product	\$3,000 Per system	\$6,000	Call for a quote.

For a customized quote, please contact your NRCA advertising sales rep.

Act now to receive a free company listing and product catalog upload to the Roofing Industry Product Center. Complete the activation form on the following page.

• **ROOFING INDUSTRY PRODUCT CENTER ACTIVATION FORM** •



- Please add my free company listing and product catalog to the Roofing Industry Product Center.
- Please contact me about additional advertising.

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

E-mail: _____

- Please contact me for documents to be remitted.
- I will e-mail document .pdfs to support@buildsite.com

Send this form by fax to: (847) 299-1183 or e-mail nrcaadvertising@nrca.net