

A blue-tinted background image showing a roofer in a dark shirt and pants, kneeling on a roof and working with a tool. The image is semi-transparent, allowing the text to be overlaid.

EXPAND YOUR BRAND. BROADEN YOUR REACH.

Maximize your presence with
both print and trackable,
quantifiable digital exposure.

Partnered with



INTELLIGENT MARKETING STARTS HERE



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION

THE ROOFING CONTRACTORS ADVOCATE

SINCE 1949

Advertising Opportunities

We know MRCA is important to you and your business. As we continue our mission to bring value to our sponsors, we want to share opportunities to reach our audience through both print and digital sponsorships.

Contact: Leslie Klenk | leslie@burgiemediafusion.com

Your print ads will appear in the hard copy MR Magazine that is mailed to all MRCA Members as well as over 10,000 contacts who receive the magazine digitally. All ads within the magazine are hyperlinked to your website.



Your digital ads will appear on multiple major websites and digital apps, following the MRCA audience wherever they go.



WHY RETARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to MRCA website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

QUALITY TARGETING:

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with MRCA's uniquely qualified audience that will showcase your business to those who need you the most.

Choose Your Package

PACKAGE 1

MR Magazine – 1 issue
35,000 digital impressions over 1 month

Quarter page + Digital	\$ 3,075
Half page + Digital	\$ 3,175
Full page + Digital	\$ 3,325
Digital only	\$ 2,500

PACKAGE 2

MR Magazine – 2 issues
70,000 digital impressions over 3 months

Quarter page + Digital	\$ 5,650
Half page + Digital	\$ 5,850
Full page + Digital	\$ 6,150
Digital only	\$ 4,500

PACKAGE 3

MR Magazine – 3 issues
100,000 digital impressions over 6 months

Quarter page + Digital	\$ 7,710
Half page + Digital	\$ 7,980
Full page + Digital	\$ 8,415
Digital only	\$ 6,000

PACKAGE 4 – MOST EXPOSURE & BEST VALUE!

MMR Magazine – 6 issues
200,000 digital impressions over 12 months

Quarter page + Digital	\$ 12,924	Inside Front Cover + Digital	\$ 14,895
Half page + Digital	\$ 13,410	Back Cover + Digital	\$ 15,165
Full page + Digital	\$ 14,139	Digital only	\$ 11,000
Inside Back Cover + Digital	\$ 14,625		

*NOTE: Package 4 rates include MRCA "All In" 10% discount for MR Magazine + Digital

MRCA Website Button Link

12 months on MRCA Website	\$ 1,000
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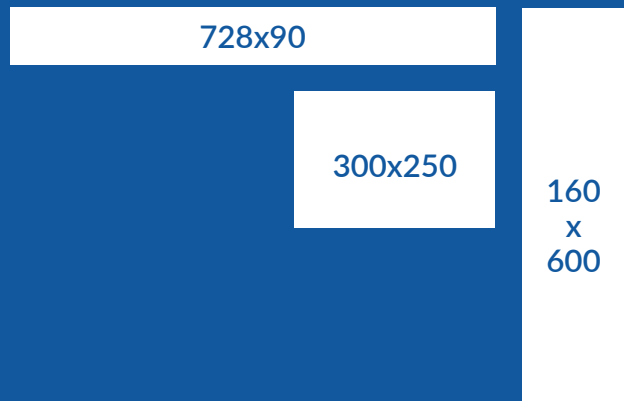
MR Magazine

Submit high-resolution pdf with fonts and images embedded

AD	BLEED	TRIM	LIVE AREA
Full Page	8.75 X 11.25	8.5 X 11	7.5 X 10
Half Page Vertical	3.875 X 11.25	3.625 X 10	3.125 X 10
Half Page Horizontal	7.75 X 5	7.5 X 4.75	7 X 4.25
Quarter Page Vertical	3.875 X 5.125	3.625 X 4.875	3.125 X 4.375
Quarter Page Horizontal	7.75 X 2.5	7.5 X 2.25	7 X 1.75
Back Cover	8.75 X 8.25	8.5 X 8	7.75 X 7.25

Digital

.jpg or gif static images only; no flash ads



All sizes include:

Leaderboard

728x90

Wide Skyscraper

160x600

Square Pop-Up

300x250

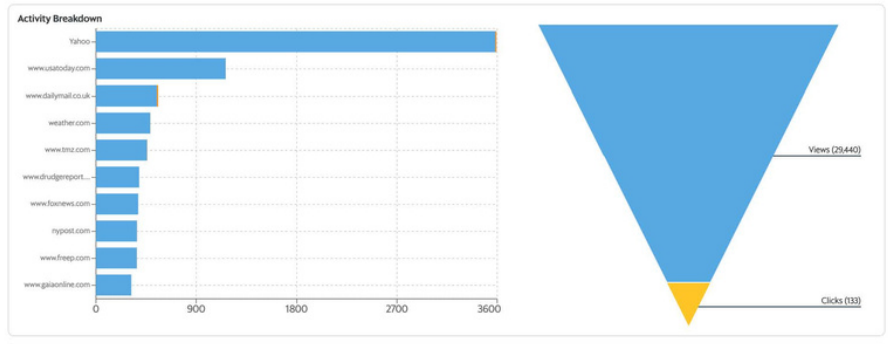
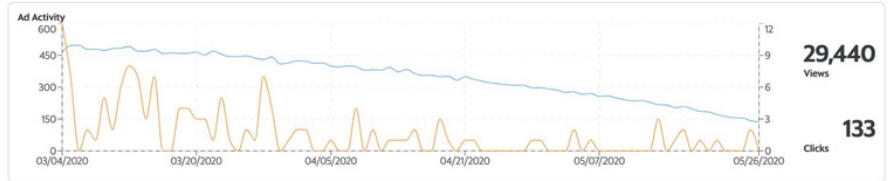
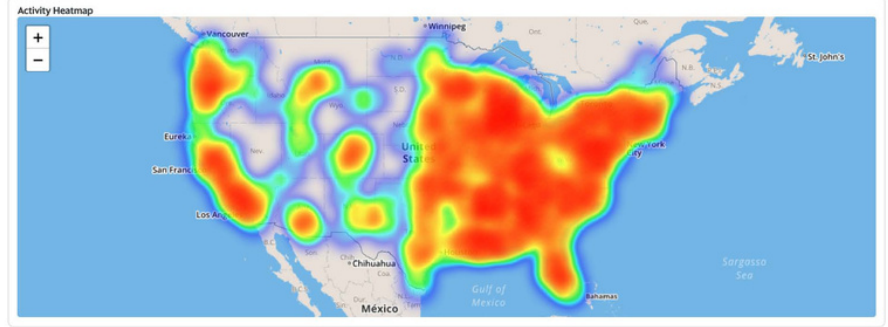
Tips for Advertising Success

1. Include a “Call to Action”
2. Have a clearly defined goal
3. MR Magazine ad should coincide with Digital ad
4. Graphics heavy artwork that is user specific captures the customer’s attention
5. Include a link in the Digital ad to a customized landing page that contains a way to collect customer data (ex. an online form to complete or something comparable)



Overview of marketing activity from March 4th 2020 to May 26th 2020

Views	29,440 <small>out of 30,000 (98.13%)</small>	Clicks 133 <small>0.45% CTR</small>	Unique Clicks 129	Reach 7,764
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QUANTIFIABLE RESULTS WITH



Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.