

Roofers Exchange

Over 61,000 papers with four editions; Roofers Exchange is mailed free of charge to 47,500 contractors and is displayed on the counters of 1350 roofing wholesalers across the nation.

Circulation

Region	Total circulation	Mailed direct to contractors	Wholesalers that receive remainder
Northwest	9,200	7,100	210
Southwest	12,400	9,800	270
Northeast & Midwest*	27,800	21,700	610
Southeast	11,500	8,900	260

All numbers are estimates. Please call 800-326-1781 for exact numbers.

2009 Display Advertising Rates

Size	1 Edition	2 Editions	3 Editions	4 Editions
1/8 page	\$345	\$315	\$290	\$265
1/4 - page	\$570	\$520	\$475	\$435
1/2 - page	\$1,065	\$970	\$885	\$805
Full-page	\$2,045	\$1,860	\$1,695	\$1,545

1/10 Display Ad \$200.00. Call us for front page or one-time-rates. Spot color, when available, is \$175.00 per edition per color. 4-color processing available – Call for quote.

THESE RATES ARE PER EDITION, PER MONTH - EXAMPLE: 1/4 Page x 3 papers is \$1,425 per month. All rates listed are NET.

If you need help producing artwork for your ads, we can help you for a nominal fee.

***Northeast & Midwest edition \$150.00 per ad premium**