



2026 Advertising Opportunities

EXPAND YOUR BRAND. BROADEN YOUR REACH.

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 your audience through both print and trackable, quantifiable digital exposure.

PACKAGES

PACKAGE 1		PACKAGE 2		PACKAGE 3**	
MR Magazine (1 issue) + 50,000 Digital Impressions (3 months)		MR Magazine (2 issues) + 100,000 Digital Impressions (6 months)		MR Magazine (4 issues) + 200,000 Digital Impressions (12 months)	
Quarter page + Digital	\$4,175	Quarter page + Digital	\$7,850	Quarter page + Digital	\$13,150
Half page + Digital	\$4,300	Half page + Digital	\$8,100	Half page + Digital	\$13,500
Full page + Digital	\$4,475	Full page + Digital	\$8,450	Full page + Digital	\$14,150
**BEST VALUE - Package 3 rates include "All in" 10% discount				IFC/IBC + Digital	\$15,400
				Back cover + Digital	\$15,500

A LA CARTE

MIDWEST ROOFER MAGAZINE				DIGITAL PROGRAMMATIC ADVERTISING			
Quarterly printed publication with digital version housed on www.mrca.org. Rates are per issue. All ads include color.	Ad Size	1-3 Issues	4 Issues	Months	Impressions	Rate	Banner ads appear on multiple major websites and digital apps, following the MRCA audience wherever they go. Digital programmatic advertising includes three (3) ad sizes.
	Quarter page	\$675	\$650	1	15,000	\$1,150	
	Half page	\$800	\$750	3	50,000	\$3,500	
	Full page	\$975	\$925	3	75,000	\$5,000	
	IFC/IBC	\$1,350	\$1,275	6	100,000	\$6,500	
	Back cover	\$1,375	\$1,300	12	200,000	\$12,000	
Ad Size	Bleed	Trim	Live Area	Ad Size	Dimensions	Format	Submit JPG or GIF static images only. No flash ads.
Quarter page vertical	3.875 x 5.125	3.625 x 4.875	3.125 x 4.375	Leaderboard + Hyperlink	728 x 90 px		
Quarter page horizontal	7.75 x 2.5	7.5 x 2.25	7 x 1.75	Wide Skyscraper + Hyperlink	160 x 600 px		
Half page vertical	3.875 x 11.25	3.625 x 10	3.125 x 10	Square Pop-up + Hyperlink	300 x 250 px		
Half page horizontal	7.75 x 5	7.5 x 4.75	7 x 4.25	MRCA WEBSITE ADVERTISING			Website button ads appear on www.mrca.org for 12 months.
Full page	8.75 x 11.25	8.5 x 11	7.5 x 10	Months	Rate		
IFC/IBC	8.75 x 11.25	8.5 x 11	7.5 x 10	12	\$1,100		
Back cover	8.75 x 8.25	8.5 x 8	7.75 x 7.25	Ad Size	Dimensions	Format	
Format: Submit high-resolution PDF with fonts and images embedded.				Website Button Ad + Hyperlink	300 x 300 px	Submit JPG or GIF static images only. No flash ads.	

PAYMENT INFORMATION

COMPANY: _____
 CONTACT: _____
 ADDRESS: _____
 CITY / ST / ZIP: _____
 PH: _____
 E-MAIL: _____

TOTAL DUE: _____
 _____ CHECK PAYABLE TO MRCA OR CREDIT CARD
 MC: _____ AX: _____ VISA: _____ Discover: _____
 CC#: _____ CVV: _____
 EXP: _____ BILLING ZIP: _____
 SIGNATURE: _____

ADVERTISING CONTACT

Please send completed contracts and artwork to:

Leslie Klenk | Burgie MediaFusion | p: 614.554.6294 | f: 888.390.0425 | e: leslie@burgiemediafusion.com

FOR OFFICE USE ONLY

NOTES: _____

