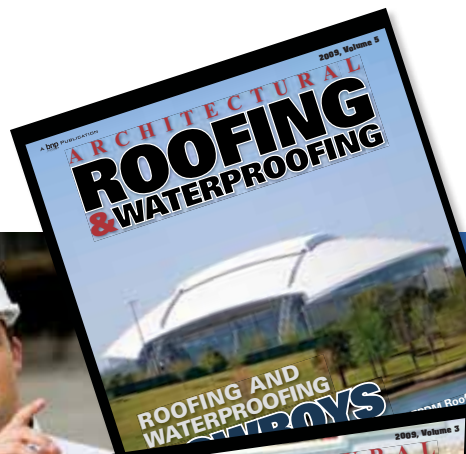


ARCHITECTURAL ROOFING & WATERPROOFING

Your technical online resource for building envelope design & education

2012 MEDIA PLANNING GUIDE



- Calculating the Costs of Solar
- Maintaining Garden Roofs



NEW!
Two E-Newsletters
sent to 12,000
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ARCHITECTURAL **ROOFING** & WATERPROOFING

The only resource that deals with the technical aspects of roofing and waterproofing buildings. *ARW* covers commercial, residential, industrial and institutional applications both above and below grade. Our products reach a national audience of architects and designers, as well as building owners and facility managers.

Webinars

Done live and archived, *ARW*'s popular Webinar Series averages more than 600 registrants/leads for each event. These webinars offer attendees valuable AIA and/or GBCI CEUs. **Learn more on page three.**

E-Newsletters

Our popular electronic newsletter reaches more than 12,000 subscribers every month with informative news bytes. We also offer custom E-Newsletters. **Learn more on page four.**

Publications

The *Architectural Roofing & Waterproofing* magazine is published 3 times a year. Each issue is at the leading industry trade shows including the International Roofing Expo, AIA, Greenbuild and eblasted to 15,000 architect professionals.



| Month | Webinar Series* | E-Newsletter | | Print Issues |
|--|---|---|--|--|
| January | Jan 17: Roofing Codes | eblast: January 12 Editorial Section: LEED & Green Design Codes & Details: Waterproofing Product focus: Solar | eblast: January 26 Editorial Section: Low-Slope Roofs Codes & Details: Roofing Product focus: Drip Edge Flashing | <p>February Print Issue: Vol. 1 Ad Close: 1-6-2012</p> <p>Bonus Distribution IRE: Feb. 22-24, Orlando NERCA: Mar. 15-20, Mashantucket, CT RCI: April 15-20, Dallas</p> <p>Architectural Focus State of the Industry</p> <p>Topics Residential and Commercial Trends State of the Industry Report</p> <p>Codes Roof Assemblies & Dampproofing</p> |
| February  | Feb 21: Cool Roofing: Garden Roofs | eblast: February 9 Editorial Section: State of the Industry Codes & Details: Waterproofing Product Focus: Green & Cool | eblast: February 23 Editorial Section: Wind Uplift Design Codes & Details: Roofing Product Focus: Ventilation Products | |
| March | March 20: Sustainable Roofing Trends Report | eblast: March 8 Editorial Section: State of the Industry Codes & Details: Waterproofing Product Focus: Insulation and Cover boards | eblast: March 22 Editorial Section: Single-Ply Systems Codes & Details: Roofing Product Focus: Gutters | |
| April | April 17: Waterproofing Codes | eblast: April 12 Editorial Section: Commercial Roofing Codes & Details: Waterproofing Product Focus: Waterproofing Products | eblast: April 26 Editorial Section: Below-Grade Waterproofing Codes & Details: Roofing Product Focus: Design & Software | |
| May  | May 15: Metal | eblast: May 10 Editorial Section: Waterproofing Codes & Details: Waterproofing Product Focus: Low-Slope Roof Systems | eblast: May 24 Editorial Section: Waterproofing Repairs Codes & Details: Roofing Product Focus: Hand Tools | <p>May Print Issue: Vol. 2 Ad Close: 4-4-2012</p> <p>Bonus Distribution AIA: May 17-19, Washington DC WSRCA: June 24-27, Las Vegas FRSA: June 27-30, Orlando, FL</p> <p>Architectural Focus Maintenance and Restoration</p> <p>Topics Restoration Projects Waterproofing Repairs</p> <p>Codes Impact Resistance Waterproofing Walls</p> |
| June | June 19: Cool Roofing: Sustainability | eblast: June 14 Editorial Section: Maintenance & Restoration Codes & Details: Waterproofing Product Focus: Buildings | eblast: June 28 Editorial Section: Retrofit Roofing Codes & Details: Roofing Product Focus: Steep-Slope Roofing | |
| July | July 17: Low-Slope Roofing Design | eblast: July 12 Editorial Section: Waterproofing Systems Codes & Details: Waterproofing Product Focus: Skylights and Curtainwalls | eblast: July 26 Editorial Section: Metal Roofing Codes & Details: Roofing Product Focus: Metal Tools | |
| August | August 21: Cool Roofing: Solar | eblast: August 9 Editorial Section: Cool Roofs Codes & Details: Waterproofing Product Focus: Residential Design | eblast: August 23 Editorial Section: Roof Decks Codes & Details: Roofing Product Focus: Adhesives and Fasteners | |
| September | September 18: Commercial Waterproofing Trends | eblast: September 13 Editorial Section: State of the Industry Codes & Details: Waterproofing Product Focus: Underlayments | eblast: September 27 Editorial Section: Damp-Proofing Codes & Details: Roofing Product Focus: Waterproofing | <p>October Print Issue: Vol. 3 Ad Close: 8-10-2012</p> <p>Bonus Distribution METALCON: Oct. 9-11, Chicago MRCA: TBD CONSTRUCT: Sept. 13-15, Phoenix GREENBUILD: Nov 14-16, San Francisco</p> <p>Architectural Focus System Selection</p> <p>Topics Architectural Metal Roofs Waterstops</p> <p>Codes Roof Edge Design Backfill Placement</p> |
| October  | October 16: Low-Slope Roofing | eblast: October 11 Editorial Section: Architectural Metal Codes & Details: Waterproofing Product Focus: Metal Exteriors | eblast: October 25 Editorial Section: Waterproofing Repairs Codes & Details: Roofing Product Focus: Coatings | |
| November | November 20: Metal | eblast: November 8 Editorial Section: Wall Systems Codes & Details: Waterproofing Product Focus: Coatings | eblast: November 21 Editorial Section: Foundation Design Codes & Details: Roofing Product Focus: Software | |
| December | December 18: Building Envelope Trends | eblast: December 6 Editorial Section: Sustainability Codes & Details: Waterproofing Product Focus: Garden Roof Systems | eblast: December 20 Editorial Section: Sustainability Codes & Details: Roofing Product Focus: Building Envelope | |

*topics & dates are subject to change

SPONSORSHIP PACKAGES

ARW's Sponsorship Programs Generate Leads While Educating Industry Decision-Makers. Webinars are the keystone of ARW's Sponsorship Programs.

12X SPONSOR

- Sponsor of 12 webinars (Includes Full Lead Info)
 - 12 months online advertising - leaderboard, banner, medium rectangle, & skyscraper ad
 - Logo on ARW home page and in eNewsletter
 - Full-page ad in all 3 print editions
- \$4,850 gross per webinar

9X SPONSOR

- Sponsor of 9 webinars (Includes Full Lead Info)
 - 9 months online advertising - leaderboard, banner, medium rectangle & skyscraper ad
 - Logo on ARW home page and in eNewsletter
 - Full-page ad in all 3 print editions
- \$5,280 gross per webinar

6X SPONSOR

- Sponsorship of 6 webinars (Includes Full Lead Info)
 - 6 months online advertising - leaderboard, banner, medium rectangle & skyscraper ad
 - Logo on ARW home page and in eNewsletter
 - 1/2 page ad in all 3 print editions
- \$5,725 gross per webinar

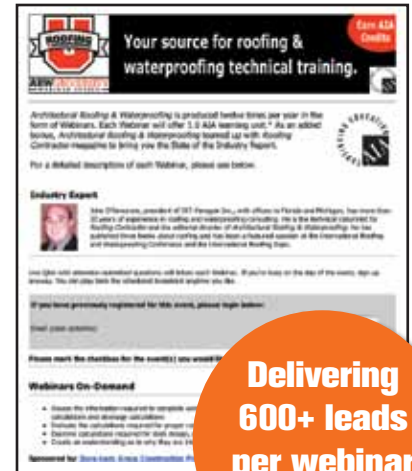
3X SPONSOR

- Sponsorship of 3 webinars (Includes Full Lead Info)
 - 3 months online advertising - leaderboard, banner, medium rectangle & skyscraper ad
 - Logo on ARW home page and in eNewsletter
 - 1/2 page ad in all 3 print editions
- \$6,380 gross per webinar



ARW Webinars: for the Design Professional

Engage your target audience in a “live” web conference by sponsoring ARW’s Webinar Series. Webinars align your company with compelling and timely content designed to generate quality leads.



Delivering 600+ leads per webinar in 2011!

Sponsor benefits include:

- Brand Leadership
 - > Your logo will prominently appear as the sponsor on all attendee promotions including print, email and web marketing;
 - > Promotion through ARW’s eNews, website, and email blasts to our subscription lists. This invitation will also be available for distribution to your customers and prospects.
- Gain pre-qualified sales leads — all participants must register to view the program and you receive the leads.
- Webinars are archived on www.ARWmag.com for 12 months after the event.

ARW handles all of the marketing, moderating and production of the event.

You choose the topic, speaker.

Post event, we send you a link with all the of the lead information.

Averaging 500+ Leads/Custom Webinar
AIA Accredited

Webinars start at \$10,500 net.



**Redesign
Goes Live
October 2011!**

ARW Website



ARWMag.com will be **TOTALLY REDESIGNED this October 2011** for a robust, efficient, and intuitive online experience. You'll find more information. More resources. More ways to do your job better. You'll love what's new:

- > **Social sharing**
Easily "retweet" or "like" any article
- > **Quicker navigation**
Fast access to features, blogs and Web exclusives
- > **Easy and advanced keyword search**
Find article and event results, or narrow by date, author, issue and more
- > **"Most Popular" tab**
See what others in your industry are reading
- > **Comprehensive events calendar**
See and sort what's happening tomorrow, today

- 1** Leaderboard - 728 x 90 pixels
 - a. Run-of-site (R.O.S)
 - b. Rotation up to 5 ads
 - > More than 2x the size of a 468 x 60 banner ad
 - > Minimal ad competition and above the fold on all sub pages
 - \$2,250/Month gross | \$570/Month gross for print advertisers
- 2** Medium Rectangle (Box Ad) - 300 x 250 pixels
 - a. Run-of-site (R.O.S)
 - b. Rotation up to 5 ads
 - > More than 4x the size of a 125 x 125 tile ad
 - > Minimal ad competition
 - \$1,925/Month gross | \$450/Month gross for print advertisers
- 3** Full Banner - 468 x 60 pixels
 - a. Home Page only
 - b. Rotation up to 5 ads
 - \$1,450/Month gross | \$350/Month gross for print advertisers
- 4** Half Banner (2 adjacent spots) - 234 x 60
 - a. Home Page only
 - b. Rotation up to 5 ads
 - \$960/Month gross | \$200/Month gross for print advertisers
- 5** Rich Media* (not shown)
 - a. Expandable Leaderboard (R.O.S), expands down from leaderboard position
 - > Rotates
 - b. Floating Ad (home page only)
Additional cost for landing on home page, see placement options above
 - c. Page Peel Ad (exclusive, home page only)
 - \$2,400/Month gross | \$1,550/Month gross for print advertisers
- 6** Product of the Month
 - a. Exclusive home page positioning
 - b. Shows product name, teaser and photo
 - c. Includes Leaderboard ad on Product of the Month landing page
 - \$1,265/Month gross

ARW Website

- 7** Supplied Videos
 - a. Best-in-Class Video Player
 - b. Thumbnails to show Multiple Videos
 - c. R.O.S.
 \$825/Month gross
 - 8** Additional Media Center Options
 - a. Photo Gallery (R.O.S.): ask your sales rep for details
 - b. Video Player Module sponsorship - 728x90 ad on video player only. Exclusive
 - c. Podcast Player sponsorship (Coming Soon)
 \$900/Month gross
 - 9** Exclusive Company Showrooms (not shown)
 - a. or Online Product Profile (logo, 200 words, image, and company contact information)
 - 10** Classified (online only)
 - a. Three on home page at any given time.
 - b. Includes date posted, category, headline, company name, location, photo and description.
 30 days \$110 | 60 days \$200 | 90 days \$250
 - 1 Leaderboard – 728 x 90
See #1 on Home Page
 - 11** Wide Skyscraper – 160 X 600
 - a. R.O.S. except home page
 - b. Rotation up to 5 ads
 - c. Above the Fold
 \$1,710/Month gross | 450/Month gross for print advertisers
 - 2 Medium Rectangle (Box Ad) – 300 x 250
See #2 on Home Page
 - 12** Article Sponsorship Ad – Half Banner at 234 x 60
For one flat fee your sponsorship ad appears within the body of the article for 2 years.
\$360/Month gross | \$120/Month gross for print advertisers
 - 1 Leaderboard – 728 x 90
See #1 on Home Page
 - 11 Wide Skyscraper – 160 X 600
See #11
 - 2 Medium Rectangle (Box Ad) – 300 x 250
See #2 on Home Page
 - 13** Topic Sponsorship (ad package for targeted editorial topic)
 - a. Full Banner (exclusive) at 468 x 60 on one main topic page (ie, roofing or schools). see 13a
 - b. Wide Skyscraper (second position), 160 x 600 on (multiple) related article pages (rotatable). see 13b
 \$360/Month gross
- Additional Ad Inventory (not shown)**
- > Registration Login Page
 - a. Medium Rectangle – 300 x 250
 - b. Exclusive
 \$720/Month gross
 - > White Papers
 - Host your PDF online. Showcased on the Home Page in the resources section Upgrades available, ask your sales rep for details.
 \$320/Month gross
 - > Twitter Widget (not shown)
 - ▶ Widgets let you display your Twitter updates on our Home Page, customized to include specific usernames or hashtags if desired. Includes Twitter page URL, hashtag, logo, and 25-word description.
 \$950/Month gross



E-Newsletters

Our popular electronic newsletters reach more than 12,000 opt-in subscribers every month with information news bytes. We also offer custom E-Newsletter options.

E-News Banner Ads (468 x 60 pixels)

Use banner ads to increase awareness of your company, and announce new products and events. Includes hotlink.

Top Banner \$910/Month gross

Additional Banner Positions \$605/Month gross

Button Ad (125 x 125)

\$550/Month gross

E-News Skyscraper Ads (120 x 600)

\$910/Month gross

Streaming Video

\$1,150/Month gross

Text Ad

Ad includes 100 words of text plus a photo and hotlink. Perfect for new product release or to highlight an existing product.

\$1,155/Month gross

Special Section Sponsorship

The Special Section sponsorship includes logo or image, news byte and link at top of each E-Newsletter targeted topic. See Editorial Calendar for topics.

\$1,270/Month gross

ARW Custom Media

ARW CUSTOM E-NEWSLETTERS

Great Content = Great Customers

Why is it Time to Develop Your Own E-Newsletter?

- Stay in touch with your past, present and future customers
- Show your products and/or services as solutions to industry problems. Tap into ARW's trusted subscriber base of roofing contractors.
- We handle the design and production of the eNewsletter to our targeted subscription base.
- The content, ads and links come from you.
- After the blast, you'll receive a full stat report and lead information on anyone that clicks within your content of the eNewsletter.
- We handle the design and production of the eNewsletter to our targeted subscription base.
- The content, ads and links come from you.
- After the blast, you'll receive a full stat report and lead information on anyone that clicks within your content of the eNewsletter.

Custom E-News Subscriber Profile

Business

Roofing Contractors: 92.2%
 Other Contractor: 4.2%
 Distributor: 3.6%

Title

President/Vice President: 74.2%
 General Manager/Director: 10.9%
 Sales Mgr/Estimator: 10.8%
 Foreman/Supervisor/Appl: 4.1%

2012 Custom e-Newsletter Rates:

11-15k names = \$4250 net + \$1500 net for leads
 6-10k names = \$3500 net + \$1500 for leads
 1-5k names = \$2500 net + \$1500 for leads

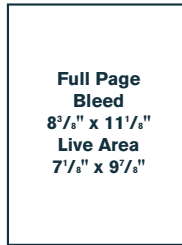


Quality Leads

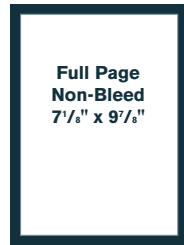
- Enhance your custom E-Newsletter with our leads package to receive a lead list of those that clicked within your E-Newsletter links!

ARCHITECTURAL ROOFING & WATERPROOFING

Ad Sizes



Full Page Spread Bleed
16 1/2" x 11 1/8"
Live Area
15 1/4" x 9 7/8"



Full Page Spread Non-Bleed
15 1/4" x 9 7/8"



4 3/4" x 9 7/8"



3 1/2" x 9 7/8"



4 3/4" x 7 1/4"



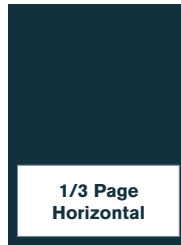
7 1/4" x 4 3/4"



4 3/4" x 4 3/4"



2 1/4" x 9 7/8"



7 1/4" x 3 1/4"



3 1/2" x 4 3/4"



2 1/4" x 4 3/4"

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