

ABOUT NEWSBREAK

NewsBreak is the leading weekly international online publication focused on the restoration industry. Created and maintained by The Restoration Industry Association, **NewsBreak** communicates important association and industry-related news to more than 7000 cleaning and restoration professionals.

Comprised of news stories from a variety of sources, each issue of **NewsBreak** includes over 30 articles, news releases and bulletins. Sections will include: Restoration Damage, Environmental, Insurance & Claims, Marketing, Industry News, Rugs & Carpet, Product Showcase, RIA News, Crime Scene / Biohazard, Education, Member Spotlight, Contests, and Social Media Promotions.

WHO READS NEWSBREAK?

A vast array of restoration professionals including, but not limited to: Fire, Smoke, and Water Damage Restoration Professionals, Environmental Specialists & Consultants, Attorneys, Mold Remediation Contractors, HVAC Professionals, Insurance Adjusters, Building Managers and Owners, Industrial Hygienists, Carpet and Rug Professionals, Contents Cleaning Specialists, and Restoration Dry Cleaning Professionals.

Our readers are constantly on the lookout for the latest and greatest in tools, services and products. Starting in December, we will be accepting advertising on a first-come, first-served basis. This digest of industry news and events features a fresh new design, user-friendly navigation, and hyperlinks to attract readers to your website.

ADVERTISING RATES

RIA is offering special introductory pricing from now until our Annual Convention in March, 2011.

Included with this Prospectus is a sample issue of **NewsBreak** showing the location of horizontal and vertical banner advertising spaces.

- Only a limited number of advertisers will be featured in each edition.
- Advertising space reservations are offered on a first-come, first-served basis.
- Advertising may be purchased in 12 week contracts.



PLACEMENT	RIA Member Price 12 editions	Non Member Price 12 editions
Horizontal Banner	\$360.00 (\$30/edition)	\$840.00 (\$70/edition)
Premium Horizontal Top of Page	\$600.00 (\$50/edition)	\$1,080.00 (\$90/edition)
Vertical Banner	\$360.00 (\$30/edition)	\$840.00 (\$70/edition)
Premium Vertical Top of Page	\$600.00 (\$50/edition)	\$1,080.00 (\$90/edition)

BANNER ARTWORK SPECIFICATIONS

Banner advertisements must be submitted by the advertiser. Advertisers may change their advertisement during a multi-month contract, provided the new art file is submitted 5 business dates before the publication date. **NewsBreak** is generally released on Mondays. There is no cost to change your advertisement, and companies offering a variety of products and services may change their ads each week if desired. Banner advertising artwork files must meet the following specifications:

VERTICAL ADS: All ads must be no larger than 400px wide by 150px tall. Formats acceptable include: jpeg, tiff, pdf; 300dpi resolution.

HORIZONTAL ADS: All ads must be no larger than 150px wide by 360px tall. Formats acceptable include: jpeg, tiff, pdf; 300dpi resolution.

RIA NEWSBREAK ADVERTISING AGREEMENT

Company Name:	
Address:	
City, State, Zip:	
Phone:	Fax:
Contact (authorized to contract for space):	
Contact's Email:	
Website Address For Hotlink From Banner:	

Banner Ad Size	RIA Member Price	Non-Member Price	Preferred Section *	Contract Period (12 Weeks)
<input type="checkbox"/> PREMIUM Horizontal - Top of Page 400 px wide x 150 px tall	\$600.00	\$1,080.00	<input type="checkbox"/> Top Stories	Start Date: Stop Date:
<input type="checkbox"/> PREMIUM Vertical - Top of Page 150 px wide x 360 px tall	\$600.00	\$1,080.00	<input type="checkbox"/> Top Stories	Start Date: Stop Date:
<input type="checkbox"/> Horizontal Banner 400 px wide x 150 px tall	\$360.00	\$840.00	<input type="checkbox"/> Damage Restoration <input type="checkbox"/> Environmental <input type="checkbox"/> Rugs & Carpet <input type="checkbox"/> Marketing <input type="checkbox"/> Industry News <input type="checkbox"/> Insurance & Claims <input type="checkbox"/> Products	Start Date: Stop Date:
<input type="checkbox"/> Vertical Banner 150 px wide x 360 px tall	\$360.00	\$840.00	<input type="checkbox"/> Damage Restoration <input type="checkbox"/> Environmental <input type="checkbox"/> Rugs & Carpet <input type="checkbox"/> Marketing <input type="checkbox"/> Industry News <input type="checkbox"/> Insurance & Claims <input type="checkbox"/> Products	Start Date: Stop Date:
TOTAL DUE				\$

Terms and Conditions

- * No cancellations are accepted.
- * All advertisements must be PRE-PAID IN FULL and ARE NON-REFUNDABLE.
- * Please note that all insertions require a twelve week (3 months) consecutive issue buy.
- * No agency discounts. Prices non-negotiable.
- * Preferred Sections – sections may change at any time. Advertiser will be notified should such a change occur.
- * EMAIL Banner Artwork to: gvalerio@restorationindustry.org

PAYMENT INFORMATION — all funds in US Dollars																				
<input type="checkbox"/> Check Enclosed <i>made payable to RIA</i> <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard																				
Card Number:																Exp. Date:				
Name of Card Holder										Signature										
Card Billing Address																				
Card Security Code																				

Return This Form with Payment to:
 Restoration Industry Association (RIA)
 Attention: Gina Valerio
 9810 Patuxent Woods Drive, Suite K I Columbia, MD 21046-1595
 Phone: 443-878-1013 / Fax: 443-878-1002 / email - gvalerio@restorationindustry.org