

# Cleaning & Restoration™

## 2012 Advertising Guide



# Editorial Profile & Circulation

The Restoration Industry Association (RIA, formerly ASCR) is an international, non-profit trade association. Founded in 1946, RIA is the leading trade association for cleaning and restoration professionals and is widely accepted as an authority, trainer and educator in the industry. There are approximately 1,200 RIA member firms representing 20,000 professionals worldwide.

In publication for more than 40 years, *Cleaning & Restoration* magazine (C&R) continues as the industry's leading source of technical and general information for the cleaning/restoration arts and sciences. Its monthly circulation includes approximately 2,000 printed copies. More than 9,000 are distributed electronically to members of RIA, the Indoor Air Quality Association (IAQA) and throughout the industry.

The award-winning magazine targets business owners, project managers, technicians and other key personnel in firms that clean carpets, specialty rugs, draperies, upholstery and related home furnishings. Our readers' companies also specialize in the restoration of fire, smoke, water, odor and vandalism damage of structures and contents, as well as maintaining the air quality of indoor environments.

Advertise in C&R to target decision makers who purchase equipment, supplies and services for their specialized businesses.

## EDITORIAL OFFICES:

### Patricia L. Harman

*Editor-in-Chief, C&R Magazine*

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Rockville, MD 20852

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## Look who benefits from advertising with us!

- Attorneys
- Business Consultants
- Carpet Cleaning Equipment Suppliers
- Carpet Installation Equipment Suppliers
- Ceiling and Wall Cleaning Equipment Suppliers
- Chemical Agents and Additives Suppliers

- Cleaning Compound Suppliers
- Communications Equipment Companies
- Electronic Restoration Equipment Suppliers
- Equipment Rental Suppliers
- Drapery, Blinds and Window Covering Suppliers
- Extraction Machine Manufacturers
- Fire Restoration Equipment Suppliers
- Floor Covering Suppliers
- Franchise Companies
- Mechanical Hygiene Systems Suppliers
- Personnel Consulting and Training Companies
- Software/Hardware Systems Suppliers
- Spotting Agent Suppliers
- Testing Services and Labs
- Training Companies
- Upholstery Cleaning Equipment Suppliers
- Water Damage Equipment Suppliers

## TO ADVERTISE, CONTACT:

### Angie VanGorder

*Sales Representative*

p. 800.501.9571 x176

f. 717.825.2171

e. [angie.vangorder@theYGSgroup.com](mailto:angie.vangorder@theYGSgroup.com)



# Reader Profile

RIA, the Restoration Industry Association, comprises three divisions:

- Environmental Services Division
- Damage Repair Division
- Contents Cleaning Division

With over 1,200 member firms, RIA adds an average of 200 new members a year. Members are business owners and top-level executives involved with the restoration of buildings and contents affected by fire, smoke, water and odor damage. They are also professionals in the cleaning of textiles ranging from specialty and wall-to-wall carpets to draperies and upholstery. In circulation for more than 40 years, *C&R* magazine continues to maintain its place as the voice for this industry, delivering the most current news and information.

*C&R* also goes to more than 5,000 members of the Indoor Air Quality Association (IAQA) and to the primary franchisee at all the DUCTZ franchises electronically each month. IAQA is a non-profit, international association with a membership comprising Environmental Consultants, HVAC Practitioners, Design Engineers, Restorers and Remediators, Industrial Hygienists, Building and Facilities Managers, Attorneys, Manufacturers Reps and many others in related fields.

## OUR READERS ARE DECISION MAKERS

Our readers are business owners and managers who make and/or influence purchasing decisions for their companies.

## OUR READERS UNDERSTAND VALUE

*C&R* readers know where to find the latest products, services, technology and industry information.

## OUR READERS ARE DEDICATED

Close to 100 percent of those surveyed read almost every issue of *C&R* and pass copies on to employees and colleagues. The technical library on the RIA website ([www.restorationindustry.org](http://www.restorationindustry.org)) houses the articles from *C&R* and is the third most visited section on the site.

## OUR READERS ARE TEAM PLAYERS

An overwhelming majority of those surveyed pass *C&R* onto three or more of their colleagues.

## OUR READERS THINK AHEAD

Close to 98 percent of those surveyed save articles for future reference or contact RIA for reprints on specific topics.

## OUR READERS ARE PROACTIVE

Close to 100 percent of those surveyed said seeing an ad in *C&R* influenced their purchasing decisions.

## TOPICS IMPORTANT TO OUR READERS:

- Safety and training
- Marketing
- Business management
- Industry technology
- Industry trends
- Restoration projects
- Cleaning tips
- Insurance and risk management issues
- Continuing education
- Customer service
- Mold remediation
- Fire and water damage restoration
- Environmental issues and trends
- Legal issues affecting the industry



# Editorial Focus – 2012

## JANUARY

Space Close.....11/15/11

Artwork Due.....12/1/11

Ethics and Business Practices

- Additional RIA Convention Registration Materials

**(Bonus Distribution: DKI Insights Trade Show & Conference)**

## FEBRUARY

Space Close.....12/20/11

Artwork Due.....1/4/12

Customer Service

- Personnel Issues/ Customer Service
- Additional RIA Convention Registration Materials

## MARCH/APRIL

Space Close.....1/17/12

Artwork Due.....1/31/12

**RIA's Annual Convention Issue**

**(Bonus Distribution at RIA Convention)**

**(Bonus Distribution at IAQA Annual Meeting and Indoor Expo)**

**(Bonus Distribution: PLRB Claims Conference)**

- Legal Issues in the Restoration Industry

## MAY

Space Close.....4/2/12

Artwork Due.....4/18/12

- RIA Convention Wrap-Up

## JUNE

Space Close.....4/19/12

Artwork Due.....5/3/12

- Restoration
- Phoenix Award Winners

## JULY

Space Close.....5/16/12

Artwork Due.....5/30/12

- Indoor Air Quality
- Environmental Issues

## AUGUST

Space Close.....6/20/12

Artwork Due.....7/4/12

- Safety Issues
- Insurance and Risk Management

## SEPTEMBER

Space Close.....7/19/12

Artwork Due.....8/2/12

**(Bonus Distribution at RIA Fall Conference)**

**(Bonus Distribution at Connections Trade Show)**

- Annual Buyer's Guide Supplement
- Effective Marketing

## OCTOBER

Space Close.....8/15/12

Artwork Due.....8/29/12

- Textiles
- Specialty Rugs
- Flooring

## NOVEMBER/DECEMBER

Space Close.....9/19/12

Artwork Due.....10/3/12

- New Technology (computers, hardware, software, equipment)
- Website Resource Guide
- 2012 RIA Convention Preview in Myrtle Beach, SC
- Education

# Digital Editions

## CLEANING & RESTORATION DIGITAL EDITION

Gain added exposure to your target audience when you take advantage of advertising in the digital edition of *Cleaning & Restoration*. Whether you choose a prime sponsorship position, or upgrade your print ad with one of our many interactive enhancement options, your business will reap the benefits that digital advertising has to offer. All ad positions can hyperlink to your website, and online tracking reports can be provided upon request.

### Premier Sponsorship

This exclusive sponsorship will receive prime visibility throughout the digital edition of *Cleaning & Restoration*. The purchasing company will receive two full-page ads, the opening page sponsorship, the bottom banner sponsorship and logo branding as the digital edition loads.

### Opening Page Sponsorship

This prime position receives visibility opposite the cover page. Sponsorship size is flexible and available for viewing every time the book is opened.

### Top, Bottom, and Skyscraper Banner Sponsorships

Top, bottom, and skyscraper banner ads are visible the entire time the book is open for reading. Skyscraper ads appear right or left of the digital edition. (Total of four available each issue)

### Toolbar Logo Sponsorship

Receive logo branding in the top toolbar of the digital edition. Logo remains visible the entire time the book is open for reading. (Two available each quarter)

### Digital Bellyband Sponsorship

Reap the same benefits as a print bellyband. This full-color bellyband wraps your message around the cover. This sponsorship is available for viewing every time the book is opened.

## RIA MEMBERSHIP DIRECTORY DIGITAL EDITION

This directory is an electronic reference guide containing the contact information for all active RIA members. This directory is referenced year-round by technicians, project managers, and business owners. The directory advertisements are an excellent tool for increasing your company's visibility since our members' staff repeatedly page through this invaluable resource. It will be issued in May 2012 to all RIA members.

### Blow-in Card

Available for placement anywhere within the publication, a blow-in card calls extra attention to your ad.

## Digital Enhancement Opportunities

### Custom Flash Animation

We can transform your static advertisement into an attention-grabbing animated message. Pricing is based on the complexity of the flash animation.

### Flash Animation

You provide the flash animation file (in SWF format), and we will incorporate it into the digital edition.

### Ad Gen

Make your sponsorship interactive with a lead-generation feature that gives readers the ability to contact you directly.

### Streaming Audio and Video:

Bring life to your ad! Provide an audio or video file, and we will integrate it into your ad.



### The Directory will include:

- RIA members—listed alphabetically and geographically
- Insurance company contact information
- Contact information for State and Federal agencies, including FEMA, OSHA, EPA, HazMat, Homeland Security, etc.

# Advertising Rate Schedule

## Print Edition– Full Color (Per-Insertion Prices)

Size (Per Insertion)	1x	2x	5x	10x
Full Page	\$1,585	\$1,510	\$1,460	\$1,405
2/3	\$1,445	\$1,360	\$1,360	\$1,310
1/2	\$1,350	\$1,300	\$1,260	\$1,220
1/3	\$1,160	\$1,130	\$1,100	\$1,075

**Inserts:** Please call for quote.

### Guaranteed Position:

Special Position is guaranteed at a 10-percent premium on a non-cancelable basis.

### Member Discount:

RIA members receive a 10-percent discount. (Non-member rate applied to companies with a lapsed membership at the time of billing.)

### Frequency Short Rates:

Failure to complete a scheduled ad campaign will result in a “short rate” based on the actual number of ads run plus a cancellation penalty. Short charges for decreased frequency or cancellation are made at the earliest possible billing. RIA’s Official Short Rate Policy is as follows: In the event a contract cannot be fulfilled, a fee equal to one-third of the remaining insertions will be charged.

## Print Edition– Black & White (Per-Insertion Prices)

Size (Per Insertion)	1x	2x	5x	10x
Full Page	\$790	\$715	\$665	\$610
2/3	\$650	\$595	\$565	\$515
1/2	\$555	\$505	\$465	\$425
1/3	\$365	\$335	\$305	\$280
1/6	\$255	\$235	\$215	\$195

## Print Edition– Premium Positions

(Per-Insertion Prices/Rates include cost for four-color)

Size (Per Insertion)	1x	2x	5x	10x
Center Spread	N/A	\$3,735	\$3,580	\$3,425
Covers 2 & 3	N/A	\$1,945	\$1,875	\$1,790
Cover 4	N/A	\$2,225	\$2,135	\$2,025
Opposite Cover 2	N/A	\$1,885	\$1,825	\$1,750
Opposite Table of Contents	N/A	\$1,815	\$1,755	\$1,685
Opposite Commentary	N/A	\$1,815	\$1,755	\$1,685

## Membership Directory (Per-Insertion Prices)

Size (Per Insertion)	Member	Non-Member
Inside Covers (two available)	\$1,350	\$1,800
Tab Dividers (six available, two-sided)	\$1,200	\$1,650
Full Page (B&W only)	\$750	\$1,200
1/2 Page (B&W only)	\$400	\$850
Business Card	\$250	\$600

## Digital Edition (Per-Insertion Prices)

Size (Per Insertion)	1x
Premier Sponsorship	\$1,725
Opening Page	\$1,375
Top and Bottom Banner	\$1,100
Skyscraper	\$1,100
Toolbar Logo	\$875
Bellyband	\$350
Blow-in Card	\$700
Custom Flash Animation	\$750
Provided Flash Animation	\$250
Ad Gen	\$650
Streaming Video/Audio	\$450

## TO ADVERTISE, CONTACT:

**Angie VanGorder**  
Sales Representative

p. 800.501.9571 x176

f. 717.825.2171

e. [angie.vangorder@theYGSgroup.com](mailto:angie.vangorder@theYGSgroup.com)

# Mechanical Requirements

## C&R PRINT SPECS

Size	W	x	H
Full Page (no bleed)	7"	x	9.75"
2/3 v	4.625"	x	9.75"
1/2 h	7"	x	4.75"
1/2 island	4.625"	x	7.375"
1/3 v	2.25"	x	9.75"
1/3 h	4.625"	x	4.75"
1/6 v	2.25"	x	4.75"
1/6 h	4.625"	x	2.25"

TRIM SIZE.....8.375" x 10.875"

BLEED SIZE .....8.625" x 11.125"

PUBLICATION SIZE .....8.5" x 11"

## MEMBER DIRECTORY PRINT SPECS

Size	W	x	H
Full Page (no bleed)	4.75"	x	8"
Full Page (bleed)	5.5"	x	8.5"
1/2 (no bleed)	4.75"	x	3.875"
Business Card	3.5"	x	2"

Ad must include a clear zone (no text) of one half inch on both vertical sides to accommodate binding.

## DIGITAL SPECS

Size	W (pixels)	H (pixels)
Opening Page	550 or 612	480 792
Top and Bottom Banner	468	60
Skyscraper	120	600
Toolbar Logo	88	31
Bellyband	612	378
Blow-in Card	288	378

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*Sales Representative*

p. 800.501.9571 x176

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e. [angie.vangorder@theYGSgroup.com](mailto:angie.vangorder@theYGSgroup.com)

## ARTWORK REQUIREMENTS:

### Print File Requirements

- Please supply only TIFF, EPS, or PDF print-ready files. YGS Creative Services does not accept film or any native application file formats (Quark, MS Word, PageMaker, etc.).
- TIFF images should be 100%, 300 DPI minimum for halftones, 1,200 DPI for line art.
- EPS files should be 100%, 300 DPI minimum. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- PDF files must be submitted 300 DPI or better, and all fonts must be embedded.
- Media accepted: CDs, DVDs, and digital files submitted via FTP. Submitted media will not be returned unless requested.

### Digital Edition File Requirements

#### Static Ads and Flash Requirements

- Opening Page, Banner, Skyscraper, and Toolbar Logo ads should be submitted as SWF files.
- Animations created in Flash for use within the digital edition need to be published for Flash 9 and ActionScript 3.
- If your animation contains video, sound, or complex animations, then you must implement functions in the main timeline of the Flash file in order to enable the digital edition to control when it plays. Please contact us for these specifications.

#### Audio Files

- Audio files may be embedded in a Flash document or sent in MP3 format.
- MP3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

#### Video Files

- Video files should be sent as FLV files.

## ARTWORK SUBMISSION OPTIONS

To expedite the art submission process, please use the YGS FTP site.

To access the FTP site, we recommend using an FTP client application such as Fetch (Mac), CuteFTP, or FTP Voyager (Windows).

### FTP Login Information

Host: <ftp.theYGSgroup.com>

Username: riamedia

Password: ygsftp

(Login is case sensitive)

Place files in the "Ad Artwork" folder. Please notify Angie VanGorder at [angie.vangorder@theYGSgroup.com](mailto:angie.vangorder@theYGSgroup.com) with the file name and date of upload.

## AD PREPARATION CHARGES

If correct electronic files are not provided, any conversions, alterations, and/or complicated preparation of any original electronic files will be billed to the advertiser. Minimum fee is \$125. If you would like assistance in producing your ad, please ask your account executive for current rates.

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## POLICY

RIA reserves the right to determine suitability of advertising submitted for publication in *Cleaning & Restoration* and to refuse to run ads that do not comply with RIA's policies.

## PAYMENT

New advertisers must prepay first and last insertions and may be asked to submit credit references for future insertions. The advertiser and its advertising agency, if an agency is used, shall be jointly and severally liable for payment of all advertising monies due to the publisher. Advertisers who do not stay current with their payments will be required to prepay insertions. RIA reserves the right to pull any advertiser whose account is 60 days in arrears.

### Check payable to:

The YGS Group  
3650 West Market Street  
York, PA 17404  
Contact: Karen Riley  
p. 717.505.9701 x140

## FOR MEMBERSHIP INFORMATION, CONTACT:

**Gina Valerio**

p. 301-231-6505, ext. 26

e. [gvalerio@restorationindustry.org](mailto:gvalerio@restorationindustry.org)

### All advertisements are subject to the approval of the Publisher.

Advertiser indemnifies The YGS Group and *Cleaning & Restoration* against losses or liabilities arising from this advertising. The YGS Group assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser or agency agrees to repay The YGS Group any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). The YGS Group is not responsible for errors if a hard copy proof is not submitted with the electronic file.

