



Reserve Your Space:

Angie VanGorder
Sales Representative

p. 800.501.9571 x176

f. 717.825.2171

angie.vangorder@
theYGSgroup.com

Advertising Rates	Members	Non-Members
Size	Each	Each
Inside Covers (two)	\$1,350	\$1,800
Tab Dividers (6, two-sided)	\$1,200	\$1,650
Full Page (B&W only)	\$750	\$1200
1/2 Page (B&W only)	\$400	\$850
Business Card	\$150	\$600

2010 Restoration Industry Association Membership Directory

This directory is a reference guide containing the contact information for all active RIA members. This keepsake directory (aka the yellow pages for the restoration industry) is referenced year-round and is always within reach of 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 March 2010...all members will get it.

The Directory will include:

- RIA members - alphabetical & geographic listings
- Insurance company contact information
- Contact information for State & Federal agencies - FEMA, OSHA, EPA, HazMat, Homeland Security, etc.
- Listing of industry allies - IICRC, BOMA, AIHA, etc.

Artwork Submission Options

Artwork on disc can be sent with a hard copy proof to:
Susan Broam
Design Consultants, Inc.
2306 Lookout Road
Haymarket, VA 20169
Phone: (703) 754-2131
Fax: (703) 754-2338

Compressed archives less than 8 MB may be sent via email to: susan@design-consultants.com*

Archives greater than 8 MB should be sent via ftp.*

[ftp.design-consultants.com](ftp://design-consultants.com)

user: riaads.design-consultants.com

password: riaads

*A hard copy proof MUST be provided via fax (703-754-2338) or otherwise when artwork is submitted electronically.

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. If you would like assistance in producing your ad, please ask your account executive for current rates.

Ad Specs

Full page, non-bleed – 4.7" w x 8" h

Full page, bleed – 5.5" w x 8.5" h

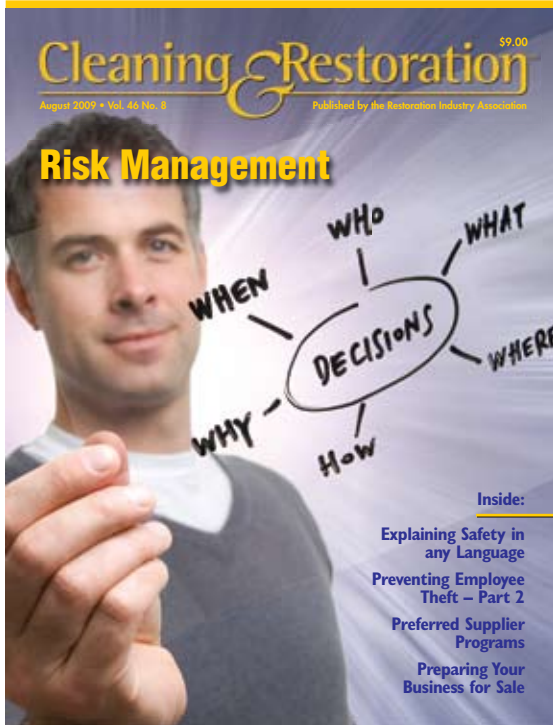
(Ad must include a clear zone (no text) of 1/2 inch on both vertical sides to accommodate binding)

Half-page, non-bleed – 4.75" w x 3.875" h

Business card – 3.5" w x 2" h



Cleaning & Restoration™



Advertising 2010 Guide



RIA
Restoration Industry Association

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 (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 and more than 9,000 distributed electronically to the members of Carpet Cleaners Institute of the Northwest (CCINW) and the Indoor Air Quality Association (IAQA).

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

Restoration Industry Association

9810 Patuxent Woods Drive, Suite K

Columbia, MD 21046-1595

Phone: (800) 272-7012

(443) 878-1000

Fax: (443) 878-1010

E-mail: Communications@restorationindustry.org

Look who benefits from advertising with us!

- Business Consultants
- Carpet Cleaning Equipment Suppliers
- Carpet Installation Equipment Suppliers
- Ceiling and Wall Cleaning Equipment Suppliers
- Chemical Agents & Additives Suppliers
- Cleaning Compound Suppliers
- Communications Equipment Companies
- Electronic Restoration Equipment Suppliers
- Equipment Rental Suppliers

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



Reader Profile

RIA, the Restoration Industry Association, is an international, non-profit trade association. Founded in 1946, it is the premiere technical authority on the cleaning and restoration arts and sciences. Three divisions comprise RIA:

- Environmental Services Division
- Damage Repair Division
- National Institute of Rug Cleaning

With over 1200 member firms, RIA adds an average of 200 new members a year. They 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) electronically each month. IAQA is a non-profit, international association with members comprising Environmental Consultants, HVAC Practitioners, Design Engineers, Restorers and Remediators, Industrial Hygienists, Building & Facilities Managers, Attorneys, Manufacturers Reps and many others in related fields.

Another industry group benefiting from the expertise found in Cleaning & Restoration is the Carpet Cleaners Institute of the Northwest (CCINW). The CCINW is a non profit association of leading Carpet, Rug, and Fabric Cleaning Firms, as well as Restoration Contractors from the Northwestern United States and Western Canada, who work to advance the knowledge and professionalism of the textile cleaning industry. Members of the CCINW are some of the most highly trained and experienced individuals in the industry.

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% 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) 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 3 or more of their colleagues.

OUR READERS THINK AHEAD

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

OUR READERS ARE PROACTIVE

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

TOPICS IMPORTANT TO OUR READERS:

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



Editorial Focus - 2010

JANUARY

Space Close.....11/04/09

Artwork Due.....11/10/09

Ethics & Business Practices

- Additional RIA Convention Registration Materials

FEBRUARY

Space Close.....12/07/09

Artwork Due.....12/14/09

Customer Service

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

MARCH

Space Close.....1/05/10

Artwork Due.....1/14/10

RIA's Annual Convention Issue

(Bonus Distribution at RIA Convention)

- Legal Issues in the Restoration Industry

APRIL

Space Close.....2/05/10

Artwork Due.....2/12/10

- Industry-based Technology
- Website Resource Guide: Advertisers receive free listing of website address!

MAY

Space Close.....3/05/10

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

- RIA Convention Wrap-Up

JUNE

Space Close.....4/05/10

Artwork Due.....4/12/10

- Restoration
- Phoenix Award Winners

JULY

Space Close.....5/05/10

Artwork Due.....5/12/10

- Indoor Air Quality
- Environmental Issues

AUGUST

Space Close.....6/04/10

Artwork Due.....6/11/10

- Safety Issues
- Insurance & Risk Management

SEPTEMBER

Space Close.....7/06/10

Artwork Due.....7/12/10

(Bonus Distribution at RIA Fall Conference)

- Annual Buyer's Guide Supplement
- Effective Marketing

OCTOBER

Space Close.....8/04/10

Artwork Due.....8/11/10

- Textiles
- Specialty Rugs
- Flooring

NOVEMBER

Space Close.....9/03/10

Artwork Due.....9/10/10

- New Technology (computers, hardware, software, equipment)
- Website Resource Guide: Advertisers receive free listing of website address!

DECEMBER

Space Close.....10/05/10

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

- 2011 RIA Convention Preview in Colorado Springs, CO
- Education

Advertising Rate Schedule

Full Color (Per Insertion Prices)

Size (Per Insertion)	1x	3x	6x	12x
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

Two-Color (Per Insertion Prices)

Size (Per Insertion)	1x	3x	6x	12x
Full Page	\$1,155	\$1,080	\$1,030	\$975
2/3	\$1,050	\$960	\$930	\$880
1/2	\$920	\$870	\$830	\$790
1/3	\$730	\$700	\$670	\$645
1/6	\$ 620	\$600	\$580	\$560

Black & White (Per Insertion Prices)

Size (Per Insertion)	1x	3x	6x	12x
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

Premium Positions (Per Insertion Prices/Rates include cost for 4-color)

Size (Per Insertion)	1x	3x	6x	12x
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
Opp. Cover 2	N/A	\$1,885	\$1,825	\$1,750
Opp. Table of Contents	N/A	\$1,815	\$1,755	\$1,685
Opposite Commentary	N/A	\$1,815	\$1,755	\$1,685

Inserts: Please call for quote.

Guaranteed Position: Special Position guaranteed at a 10% premium on a non-cancelable basis.

Agency Commission: 15% commissionable discount for recognized agencies.

Member Discount: 10% discount for RIA members. (Non-Member rate applied to companies with a lapsed membership at the time of billing).

Prepay Discount: Prepaid ads can earn an additional 2% discount when paid within 10 days of invoice date.

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.

Advertising Offices:

Angie VanGorder
Sales Representative

The YGS Group
3650 West Market Street
York, PA 17404

Phone: (800) 501-9571 ext. 176
Fax: (717) 825-2171
E-mail: angie.vangorder@theygsgroup.com

Other Publications

RIA's 65th Annual Convention & Exhibition Program Guide (Mid-January Deadline)

Premium Positions:

Center Spread	\$2500
C-2 & C-3	\$1400
C-4	\$1800

Black & White Ads

Full Page	\$490
2/3 Page.....	\$440
1/2 Page.....	\$345

Additional Color

2-Color	\$250
4-Color	\$500

10% RIA Membership Discount applies.

15% Agency Discount may apply for all advertisers who wish to "Pick-Up" an existing C&R ad.

To advertise, contact:

Angie VanGorder

Sales Representative

p. 800.501.9571 x176

f. 717.825.2171

angie.vangorder@theYGSgroup.com



Cleaning & Restoration Online

Each issue of *Cleaning & Restoration* magazine is also available electronically. Advertisers have the added advantage of purchasing special online tools to draw further attention to their ads in this format.

Custom Flash Animation:	\$750
Ad Jolt:	\$650
Ad Generator:	\$650
Electronic Links to websites	\$50 each
Tabs.....	\$75
Belly Band	\$350
Streaming Video	\$450

MEDIA SPECIFICATIONS (Online Only)

Size Specifications

Opening Page	550px X 480px
Bottom Banner	468px X 60px
Skyscraper	120px X 600px
Logo Buttons.....	88px X 31px

File Types Accepted

Animated/ static GIFs or JPGs, MP3s, AVIs and Flash
All files must be kept under 60Kb.

Please call for details on SWF file submissions.

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 .avi files.

Please avoid using the Intel Indeo video codec for .avi files.

Flash Requirements

Animations created in Flash for use within a Nxtbook 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 allow the Nxtbook to control when it plays. Please contact us for these specifications.



Mechanical Requirements

Size	width	depth
Full Page	7" x	9-3/4"
2/3 v	4-5/8" x	9-3/4"
1/2 h	7" x	4-3/4"
1/2 island	4-5/8" x	7-3/8"
1/3 v	2-1/4" x	9-3/4"
1/3 h	4-5/8" x	4-3/4"
1/6 v	2-1/4" x	4-3/4"
1/6 h	4-5/8" x	2-1/4"

TRIM SIZE.....8-3/8"x10-7/8"

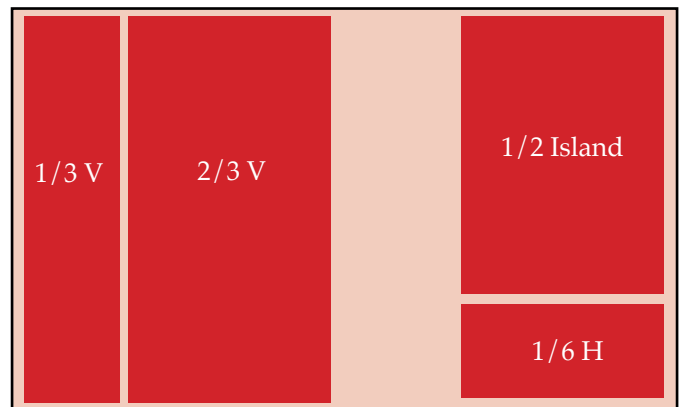
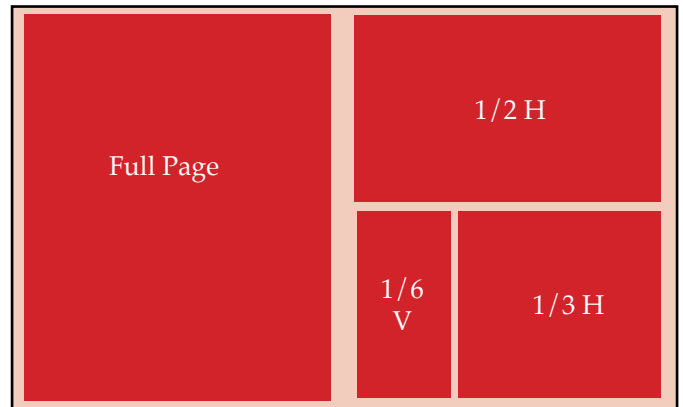
BLEED SIZE.....8-5/8"x11-1/8"

COLOR

Color ads print in process ink. Supply one set of screened composite negative separations, right reading, emulsion side down. Advertiser must supply color proof. Film should be completed with register marks outside of edges. Screens should not exceed 133 lines per inch. Pantone film is not acceptable camera-ready art.

BLACK & WHITE

Offset negatives preferred, right reading, emulsion side down. Black & white photos require halftone negatives. Screens should not exceed 133 lines.



Electronic Artwork Requirements

ELECTRONIC FILES

Digital files MUST be platform independent or MAC compatible, include all necessary elements such as layout file(s), linked and embedded graphics, all fonts needed for output. Supported file formats are Quark Xpress version 4, EPS and TIFF graphics created using PostScript Type 1 fonts, and both screen and printer fonts should be supplied with your job. All electronic files should be accompanied by hardcopy output at 100% scale, including marks and file information, and should indicate color where appropriate. All images should be at least 300 dpi. High resolution pdfs (at least 600 dpi) with fonts embedded will also be accepted, but a hard copy should be mailed or faxed to the account executive and art director.

ELECTRONIC ARTWORK REQUIREMENTS:

Cleaning & Restoration's production is Mac based.

- All fonts in PC authored files must be converted to paths or pixels.
- All fonts in MAC authored files must be provided or converted to paths or pixels.
- All proprietary PC application documents must be converted to the following Mac or platform independent file formats.

We accept the following files (in preferential order):

1. .pdf (press optimized, all fonts must be embedded and the resolution must be at least 600 dpi)
2. .jpeg/ .jpg
3. .eps
4. .qxd QuarkXpress 6.1 or lower (Mac only)
5. .ai Adobe Illustrator CS2 or lower
6. .psd Adobe Photoshop CS2 or lower
7. .tif

All fonts (both screen and printer) required for output must accompany the file. Fonts must be PostScript Type

- TrueType fonts cannot be accepted.

All linked and embedded graphics (illustrations, logos, and photos) required for output must accompany the file. Pixel based images such as .tif, .jpg, etc. must be at least 300 dpi at 100% of their intended output size. This requirement includes images placed or embedded into other files.

ARTWORK SUBMISSION OPTIONS

1. Artwork on disc can be sent with a hard copy proof to:

Susan Broam

Design Consultants, Inc.
2306 Lookout Road
Haymarket, VA 20169
Phone: (703) 754-2131
Fax: (703) 754-2338

2. Compressed archives less than 8 MB may be sent via email to: susan@design-consultants.com*
3. Archives greater than 8 MB should be sent via ftp.*
[ftp.design-consultants.com](ftp://ftp.design-consultants.com)
user: riaads.design-consultants.com
password: riaads

*A hard copy proof MUST be provided via fax (703-754-2338) or otherwise when artwork is submitted electronically.

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 \$75. If you would like assistance in producing your ad, please ask your account executive for current rates.



Electronic Artwork Requirements Cont'd

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 there be any, 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.

Send payments to:

Casey M. Geisler

Phone: (443) 878-1009

Fax: (443) 878-1010

E-mail: cgeisler@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.

RIA's NewsBreak

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 the most widely accepted authority, trainer and educator in the industry.

NewsBreak is RIA's monthly electronic newsletter and is circulated to almost 7,000 restoration industry professionals worldwide. The newsletter targets business owners, key executives and technicians in firms that clean carpets, draperies, upholstery and related home furnishings, specialize in fire and water damage restoration, as well as indoor environmental issues. *NewsBreak* will be e-mailed on or around the 15th of each month.

Sponsorship Options

Banner (1 position)	\$850	480px X 80px
Sidebar (6 positions)	\$450	150px X 60px
Department Sponsor	\$200	

Member Discount

10% discount for RIA Members.

Artwork Requirements

Sponsor will supply RIA with a company logo, website link and copy up to 150 characters long.

Deadline for space reservations and artwork will be the 6th of each month for that month's publication. All artwork, logos and sponsorship verbiage should be sent to Casey M. Geisler at cgeisler@restorationindustry.org.

Policies

Due to space limitations, banner and sidebar positions may only be purchased for one month at a time. Sponsors may request additional months and will be included as space allows.

Payment Options

Ad must be paid in advance either through a corporate check or credit card.

For more information:

**Contact RIA at:
(443) 878-1000**

