

restorationindustry.org



Restoration Industry Association

Advocacy. Unity. Progress.

YEAR-ROUND
MEDIA KIT

CONTACT

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Restoration Industry Association *At-A-Glance*

The **Restoration Industry Association** is the oldest and largest non-profit, professional trade association dedicated to providing leadership and promoting best practices through advocacy, standards & professional qualifications for the restoration industry.

Representing over 20,000 cleaning and restoration professionals from 1,000-member firms specializing in textiles, environmental issues, and restoration; RIA provides credibility, education and business improvement events to maximize industry exposure and advance knowledge in the cleaning and restoration industry. With an extensive network of professionals working towards similar goals, RIA has become a trusted resource of knowledge for those involved in cleaning and restoration.

RIA[®] BY THE NUMBERS*

210,000
VIEWS PER YEAR

86% NEW
VISITORS

15% RETURNING
visitors

AVERAGE
SESSION
LENGTH **2:40**
MINUTES

SHOULD YOU BE MARKETING TO THE RIA AUDIENCE?

If your company has a product or service that aligns with any of the following areas of concentration — the answer is YES!

- ASBESTOS ABATEMENT
- BIO/HAZMAT REMEDIATION
- BUSINESS/FLEET MANAGEMENT
- CERTIFICATION/EDUCATIONAL OPPORTUNITIES
- CONTENT RESTORATION
- CONSTRUCTION
- EMERGENCY RESTORATION
- INDOOR ENVIRONMENTAL/AIR QUALITY
- LEAD ABATEMENT
- MARKETING
- MOLD REMEDIATION
- WATER DAMAGE RESTORATION

RIA Year-Round Advertising & Marketing Opportunities

In addition to its annual Convention & Industry Expo, the RIA offers advertisers high-impact, low-cost, exclusive marketing opportunities through its website, C&R publication and Content Hub, e-newsletter, webinars, email blasts, and Vendor Membership.



PUBLICATIONS

Cleaning & Restoration Magazine

The award-winning magazine *Cleaning & Restoration (C&R) Magazine* publishes four times a year. For more than 40 years, *C&R Magazine* has provided RIA readers with forward-thinking perspectives from cleaning and restoration industry experts on topics such as safety and training, marketing, business management, technology, legal, cleaning and more.

The magazine is distributed digitally to over 2,500 subscribers 4 times per year. The latest digital version of *C&R* is available to the general public. Archived issues are available to RIA members on the RIA website.

Our 4th quarter edition is available in both print and digital copy and promoted well-beyond the RIA member community. To view an issue of *C&R Magazine*, click [here](#).

2020 PUBLICATION CALENDAR

ISSUE	FORMAT	ADS DUE	DISTRIBUTION
Q1 Issue	Digital	February 24	April 30
Q2 Issue	Digital	July 2	July 13
Q3 Issue	Digital	August 24	September 14
Q4 Issue	Print & Digital	October 19	November 13

CLEANING & RESTORATION MAGAZINE ADVERTISING RATES

	Q1, Q2 & Q3 DIGITAL BUNDLE *ALL-INCLUSIVE PRICE	Q4 (PRINT & DIGITAL)
IFC/IBC	\$2,800*	\$4,500
Full Page	\$2,000*	\$3,000
Half Page	\$1,000*	\$1,500

DISTRIBUTION
1,000 print
2,500+ digital

C&R

Print

SPECIFICATIONS

AD SUBMISSIONS

All ads for *Cleaning & Restoration (C&R) Magazine* must be submitted as a high-resolution PDF with the advertisers name and issue date in the file name.

Email file to Emmy Mielcarz at mielcarz@ahint.com if the file is less than 25MB (please use Dropbox if the file is larger).

IFC/IBC	Trim Size: 8.375in X 10.875in
	Bleed Size: 8.625in X 11.125in
	Live Area: 0.50in from trim
FULL PAGE	Trim Size: 8.375in X 10.875in
	Bleed Size: 8.625in X 11.125in
	Live Area: 0.50in from trim
HALF PAGE	7in X 4.5in

FULL PAGE

HALF PAGE

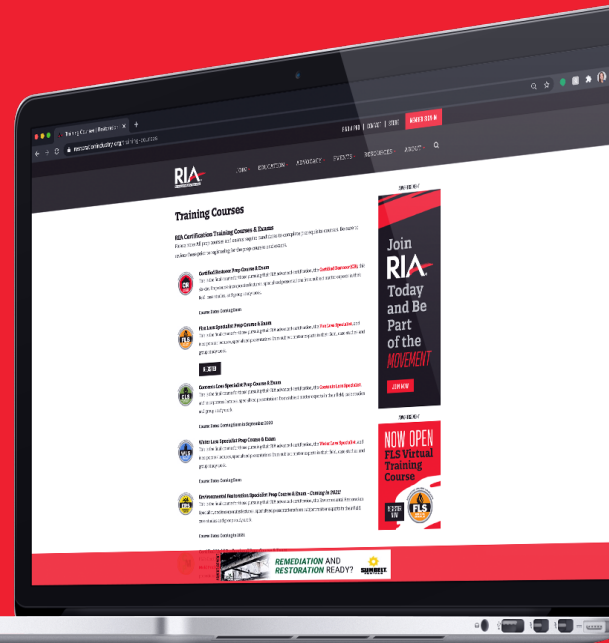
Digital Media

Year-Round Advertising & Marketing Opportunities [cont]

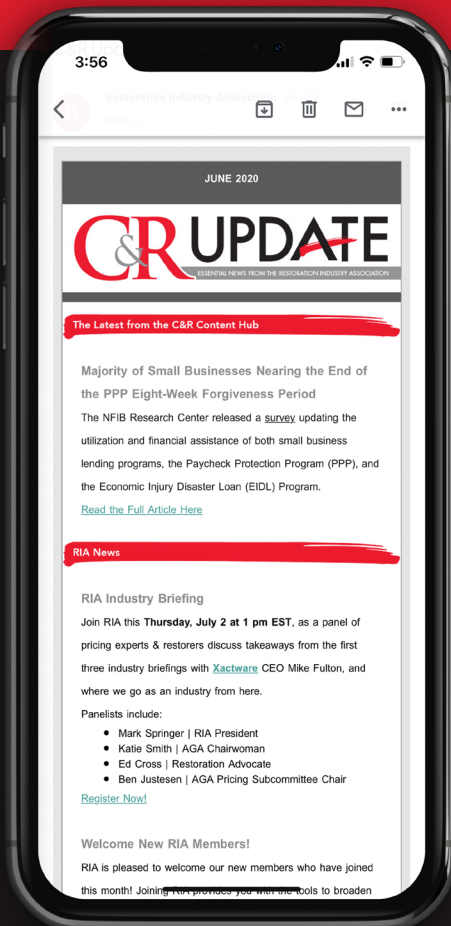
RIA WEBSITE

The RIA website is the go-to resource for those in the restoration industry. With up-to-the-minute information and easy-to-navigate Web pages and 500+ daily unique visitors, your company's marketing can be in front of restorers 24/7!

AD POSITIONS	SIZE CREATIVE	FORMATS ACCEPTED	3-MONTH CAMPAIGN	6-MONTH CAMPAIGN	12-MONTH CAMPAIGN
Banner Ad (Run of Site)	728 x 90 Pixels	JPG, PNG, GIF	\$2,000	\$3,500	\$6,500
Tower Ad (Interior Pages)	260 x 650 Pixels	JPG, PNG, GIF	\$1,500	\$2,700	\$5,000
Button Ad (Interior Pages)	250 x 325 Pixels	JPG, PNG, GIF	\$1,000	\$1,800	\$3,200



Visit www.restorationindustry.org



C&R UPDATE MONTHLY E-NEWSLETTER

The C&R Update Monthly e-newsletter delivers essential Restoration Industry News news to over 1,300 industry professionals in bite sized portions. Monthly topics include the latest from the C&R Industry Resources Hub, RIA News, Advocacy Updates, and relevant Industry News.

C&R UPDATE	SIZE CREATIVE	FORMATS ACCEPTED	3-MONTH CAMPAIGN	6-MONTH CAMPAIGN	12-MONTH CAMPAIGN
Banner Ad	150 x 600 pixels	JPG, PNG, GIF	\$800	\$1,500	\$2,800

All digital ads will receive data on # of impressions and click-throughs at the end of each campaign.

AVERAGE OPEN RATE:
25% (2,250 AVERAGE VIEWS PER DISTRIBUTION), **12%** AVERAGE CLICK-THROUGH RATE

CUSTOM E-BLAST TO RIA DATABASE — **\$1,500**

Get your message in the hands of restoration and remediation professionals! Choose a custom eblast to broadcast a targeted, informative message about a new technology, product or service to the entire RIA database. With the prospect of recipients forwarding emails, your audience has the potential to expand far beyond the 1,300 on our list. You craft the email, up to *up to 500 words, subject to RIA approval, and any graphic elements*. Provide the HTML code – we'll do the rest!

Dedicated emails are limited to 2 per month, **available on a first-come, first served basis**.
(All content subject to RIA approval)

INDUSTRY RESOURCES HUB POST — **\$1,500/post**

Be seen as an industry thought leader! Submit sponsored content to the C&R Industry Resources Hub, featured on the RIA website. The Hub is an online resource for all RIA-related content, promoted both online and through social media. Content is available to both member and non-members, and provides access to thought-provoking industry articles, info graphics, updates and research.

(All content is subject to RIA approval)

VENDOR-LED WEBINAR — **\$2,500/each**

Use the RIA platform to host an educational webinar about your product, service or technology. Free for RIA members to attend, the association handles all the marketing and registration details. Attendance averages between 20-40 registrants and varies by topic. Interact with RIA members and promote your company at the same time!

Sponsors receive:

- E-Marketing provided by RIA via email and social media
- FREE access for your current and potential clients with access code (provided by RIA)
- Webinar hosting will be accessible on the RIA
- Website for up to a year for on-demand viewing
- Registrant list will be shared with sponsor for follow-up
- All-content is subject to RIA approval

INDUSTRY BRIEF SPONSOR — **\$1,500/year**

Join the movement! Show your support for advocacy and information critical to our industry by sponsoring RIA's Industry Briefings. Briefings take place 10-15 times per year and include panel discussions around industry hot topics. All sessions are recorded and recapped for RIA members for on-demand viewing. Sponsor benefits include:

- Hyperlinked logo on Industry Briefing sponsor banner featured on emails/recaps
- A custom PowerPoint slide with your unique message featured on screen while attendees wait for the discussions begin/resume
- Sponsor Acknowledgement during the RIA Annual Convention & Industry Expo
- All-content is subject to RIA approval

RIA Advertising Insertion Order *Form*

ADVERTISER _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

MAIN PHONE _____ WEBSITE _____

PRIMARY CONTACT _____ TITLE _____

CONTACT EMAIL _____ CONTACT OFFICE PHONE _____ CONTACT MOBILE PHONE _____

Publications

CLEANING & RESTORATION MAGAZINE ADVERTISING RATES

	Q1, Q2 & Q3 DIGITAL BUNDLE <small>*ALL-INCLUSIVE PRICE</small>	Q4 (PRINT & DIGITAL)
IFC/IBC	<input type="checkbox"/> \$2,800*	<input type="checkbox"/> \$4,500
Full Page	<input type="checkbox"/> \$2,000*	<input type="checkbox"/> \$3,000
Half Page	<input type="checkbox"/> \$1,000*	<input type="checkbox"/> \$1,500

Digital Advertising

RIA WEBSITE

AD POSITIONS	SIZE CREATIVE	3-MONTH CAMPAIGN	6-MONTH CAMPAIGN	12-MONTH CAMPAIGN	TARGET RUN DATES
Banner Ad <i>(Run of Site)</i>	728 x 90 Pixels	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,500	_____
Tower Ad <i>(Interior Pages)</i>	260 x 650 Pixels	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,700	<input type="checkbox"/> \$5,000	_____
Button Ad <i>(Interior Pages)</i>	250 x 325 Pixels	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$3,200	_____

C&R MONTHLY E-NEWSLETTERS

C&R UPDATE	SIZE CREATIVE	3-MONTH CAMPAIGN	6-MONTH CAMPAIGN	12-MONTH CAMPAIGN	TARGET RUN DATES
Banner Ad	150 x 600 pixels	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,800	_____

☐ Vendor-Led Webinar: \$2,500/ea — Target Run Date(s): _____

☐ Custom E-Blast: \$1,500/ea — Target Run Date(s): _____

☐ Industry Resources Hub Post: \$1,500/ea — Target Run Date(s): _____

☐ RIA Industry Brief Sponsor: \$1,500/mo — Target Run Date(s): _____

Payment Information

RIA TAX ID: 52-2256239

TOTAL TO INVOICE \$ _____

☐ PLEASE SEND INVOICE PAYMENT

RIA CHARGES A FLAT FEE OF \$25.00 USD FOR ALL PAYMENTS BEING MADE BY ACH/ WIRE TRANSFER TO COVER ASSOCIATED FEES.

☐ PLEASE CHARGE MY CREDIT CARD BELOW

☐ VISA ☐ MASTER CARD ☐ AMERICAN EXPRESS

CARDHOLDER _____

CREDIT CARD NUMBER _____

EXP DATE _____

SECURITY CODE _____

BY SIGNING, I AGREE TO THE TERMS AND CONDITIONS OUTLINED BELOW.

SIGNATURE _____

TITLE _____

PRINT _____

DATE _____

TERMS AND CONDITIONS:

1. Ads will not run without up-front payment in full.
2. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to RIA.
3. Any company requesting to pay later than net 90 days after the receipt of invoice, agrees to pay a deposit in the amount of 10% the total fee.
4. All cancellations must be submitted to RIA in writing. 10% of total fee will be retained as a cancellation fee.
5. Cancellations will not be accepted once ad is run.
6. RIA reserves the right to approve any advertising content.
7. Advertisers are responsible for ensuring the accuracy of all advertising content. RIA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
8. Advertisers assume liability for the content of published advertising and assume responsibility for all claims against RIA resulting from their advertising.