

# Roofing

DIGITAL MEDIA  
RATES & SPECS

[ROOFINGMAGAZINE.COM](http://ROOFINGMAGAZINE.COM)

E-NEWSLETTER

THIRD-PARTY E-BLAST

VIDEO E-BLAST

SPONSORED CONTENT



### ROOFINGMAGAZINE.COM

**300X250 BANNER AD:**  
\$600 per month

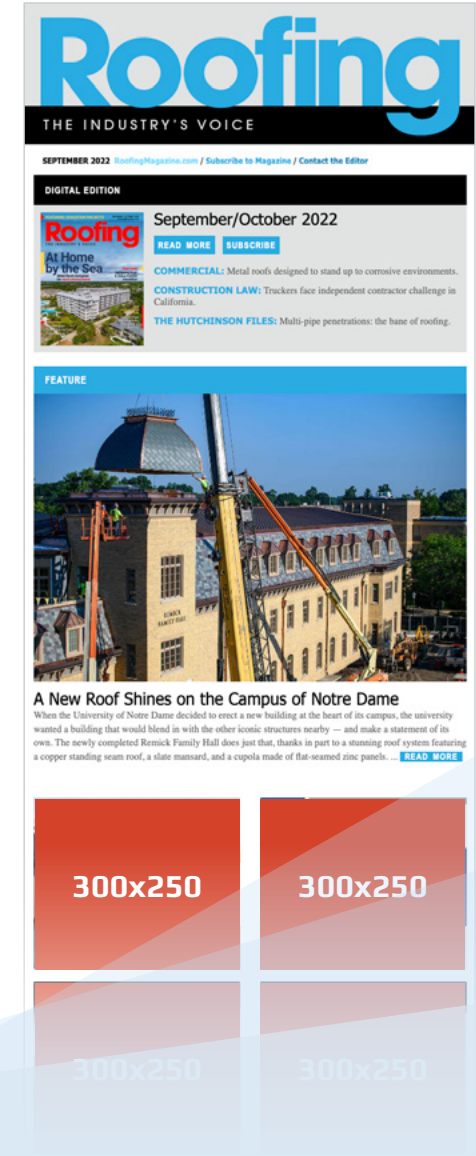
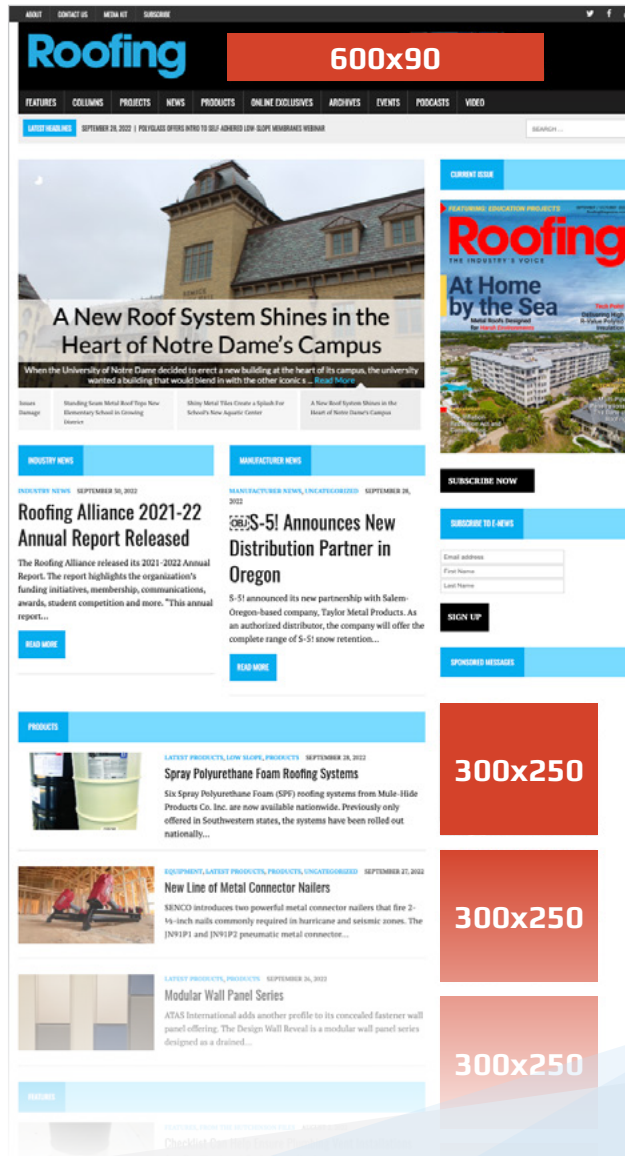
**600X90 LEADERBOARD:**  
\$800 per month

### MONTHLY NEWSLETTER

**300X250 BANNER AD:**  
\$600 per month

#### FILE SPECS:

- Provide a linking URL.
- We accept ads in GIF, JPEG, PNG and animated GIF. (If providing an animated GIF for newsletter, ensure the first screen contains the most important information).
- All art should be at 72 dpi resolution and RGB color.
- Max file size is 40k.
- Ads should not be transparent.
- Ads with a white background should have a 1 pixel color border around them.



**CLICK TO VIEW:**  
[roofingmagazine.com](http://roofingmagazine.com)  
example newsletter

### THIRD-PARTY E-BLAST

Your custom newsletter content distributed to our 18,000 digital subscribers.

**\$1,500**

#### FILE SPECS:

- Provide email-friendly HTML file (600 max pixels wide by any length).
- Email should contain a balance of HTML text and images (too many images may cause the email to be blocked by spam filters).
- If images are not hosted on your servers, then provide images with the HTML as a .ZIP file.
- Subject line (try for 9 words/60 characters or less).
- Pre-header text (appears in the inbox after the subject line; keep to 150 characters or less).
- Emails to which tests should be sent/approved.

**synchrony** SYNCHRONY SMALL BUSINESS SOLUTIONS™ | GET STARTED

Unlock more sales with **Synchrony** and receive a **\$100 Visa® Gift Card.\***

When you partner with Synchrony, you can unlock exclusive benefits for you and your customers.

- Offer customers an easy way to pay over time with convenient monthly payments.
- Take advantage of innovative tools that streamline the financing process from start to finish.
- Access free training and marketing support to make the most of your financing program.

\$950	\$2,484
Synchrony cardholders reported spending	vs.
\$950 more, on average	\$1,534

**QuickBOLT**

**Learn How to Install Solar on Stone Coated Steel Roofs**  
with QuickBOLT & Unified Steel™, a Westlake Royal Roofing Solutions brand

Did you know you can install solar on Stone Coated Steel roofs (aka Metal Tile, Stamped Metal, Metal Shingle) without penetrating the roof panels or removing the roof at all?

[Watch the video](#) and click below to read the full article where we will show you how to accomplish this seemingly 'impossible' task.

QuickBOLT recently joined Pete Croft, Brand Manager for Unified Steel™ to observe a solar installation on a PINE-CREST Shake Stone Coated Steel roof done by Western Roofing Systems. There we learned tips and tricks on how to improve installation efficiency for a solar install on this type of roof material.

[Learn More](#)

QuickBOLT is a Division of Quickscrews, Inc. Corp.  
QuickBOLT | (844) 671-6045 | [www.quickbolt.com](http://www.quickbolt.com)

**CLICK TO VIEW:**  
**blast example #1**  
**blast example #2**

## VIDEO E-BLAST

Help our audience of 18,000 digital subscribers understand how your product could work for them via this custom e-newsletter. This offer also includes promotion in the magazine's print edition and insertion of your video within one issue of our magazine's digital edition. Your video also is housed on RoofingMagazine.com for one year.

**\$1,500**

### FILE SPECS:

- Provide link to video that is hosted on your YouTube, Vimeo, company website, etc.
- Subject line (try for 9 words/60 characters or less).
- Pre-header text (appears in the inbox after the subject line; keep to 150 characters or less).
- Headline
- Logo - JPG, PNG or GIF accepted (50x50 pixels minimum) .
- Linking URL
- Description of video (up to 50 words).
- Provide a 640x360 video capture image or we can select one for you - JPG, PNG or GIF

Featured Video: Why Rent An Equipter?

[WATCH VIDEO](#) | [VIEW EMAIL ONLINE](#) | [FORWARD TO A FRIEND](#)



### Why Rent An Equipter?

Sponsored by: **EQUIPTER**

This drivable, liftable dumpster is easy to use and ideal for no-access houses, cutting back on labor costs from subs and increasing production by an average of 25%. With over 300 rental locations across the US, it's easy to get your hands on an Equipter now. Watch this video to see how contractors like you use the Equipter and to find your closest Equipter rental.



[WATCH VIDEO](#)



**CLICK TO VIEW:  
video blast example**

### SPONSORED CONTENT

Do you have a white paper or unbiased research article our readers would be interested in?

- We will post your content on our website as Sponsored Content for two months.
- We'll use social media and Google keywords to drive readers to this content.
- We will send a custom newsletter about your content to our 18,000 digital subscribers.

**\$1,500**

### FILE SPECS:

- Submit your content, which can be a white paper, project, research article, case study or other article, to be included on our website under the Sponsored Content section of the home page.
- Provide a few supporting images – JPG, PNG or GIF accepted (780 pixels minimum width).
- Linking URLs accepted.

The screenshot shows the Roofing magazine website interface. At the top, there's a navigation bar with 'Roofing' logo and 'OmniSeal™ System' advertisement. Below is a menu with 'FEATURES', 'COLUMNS', 'PROJECTS', 'NEWS', 'PRODUCTS', 'ONLINE EXCLUSIVES', 'ARCHIVES', 'EVENTS', 'PODCASTS', and 'VIDEO'. A search bar is on the right. The main content area features the article 'Ahead of the Curve: Creative Metal Roofing Installations' with a large image of a building with a curved roof. To the right of the article is a 'SUBSCRIBE NOW' section with a form for email, first name, and last name, and a 'SIGN UP' button. Below the article are several sponsored ads for products like 'Fastener Heads Guaranteed Not To Red Rust!', 'America's #1-selling shingle just got better', 'THE FUTURE IS CALLING', and 'DRIVE. LIFT. DUMP. REPEAT.'.

ARTICLE POSTED ONLINE

The screenshot shows a newsletter layout with a 'SPONSORED CONTENT' header. It lists three articles: 'Ahead of the Curve: Creative Metal Roofing Installations' (dated July 11, 2022), 'Versico Roofing Systems' Specialized Solutions Solve San Antonio Roofing Project Problem' (dated January 5, 2022), and 'Building For Community, Fellowship and Praise: MBCI's Metal Panel Solutions Provide Church Community a Place to Belong' (dated September 29, 2021). Each article includes a small image and a brief description.

LISTED ON HOMEPAGE

The screenshot shows a newsletter featuring a large image of a building with a curved roof. Below the image is the article title 'Ahead of the Curve: Creative Metal Roofing Installations' and a short introductory paragraph. To the right of the article is a 'READ MORE' link. Below the article are two other sponsored content items: 'MORE THAN A REP' and 'HEY ROOFING PRO! Increase Your Profits with ProVia'.

FEATURED IN NEWSLETTER

**CLICK TO VIEW:**  
sponsored article  
example newsletter