

Cleaning & Restoration™

The Official Publication of the Restoration Industry Association

Advertising Guide 2009

- Editorial Profile
- Advertising Rates
- Artwork Submission
- Readership Profile
- Editorial Focus 2008



"Cleaning and Restoration magazine is an outstanding marketing tool for targeting restoration contractors nationwide."

Jacki Fry, Marketing Manager, Jon-Don

RIA
Restoration Industry Association
We make it better.™

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Editorial Profile

The Restoration Industry Association (RIA) (formerly the Association of Specialists in Cleaning and Restoration – ASCR) is an international, non-profit trade association. Founded in 1946, RIA is the association for the restoration industry and is widely accepted as an authority, trainer and educator in the industry.

In publication for more than 40 years, *Cleaning & Restoration* continues as the industry's leading source of technical and general information for the cleaning/restoration arts and sciences. Its monthly circulation includes over 2000 RIA member firms worldwide.

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 *Cleaning & Restoration* to target decision makers who purchase equipment, supplies and services for their specialized businesses!

EDITORIAL OFFICES:

Patricia L. Harman
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Restoration Industry Association
9810 Patuxent Woods Drive, Suite K
Columbia, MD 21046-1595
(800) 272-7012, (443) 878-1000
(443) 878-1010 Fax
E-mail: Communications@RestorationIndustry.org

LOOK WHO BENEFITS FROM ADVERTISING WITH US!

- Carpet Cleaning Equipment Suppliers
- Carpet Installation Equipment Suppliers
- Ceiling and Wall Cleaning Equipment Suppliers
- Cellular and Satellite Phone Suppliers
- Chemical Agents & Additives Suppliers
- Cleaning Compound Suppliers
- Education and Training Schools
- Electronic Restoration Equipment Suppliers
- Software/Hardware Systems Suppliers
- Drapery, Blinds & Window Covering Suppliers
- Extraction Machine Manufacturers
- Fire Restoration Equipment Suppliers
- Floor Covering Suppliers
- Franchise Companies
- HVAC Suppliers
- Personnel Consulting & Training Companies
- Spotting Agent Suppliers
- Upholstery Cleaning Equipment Suppliers
- Water Damage Equipment Suppliers
- Testing Services and Labs

"We love the C&R magazine because it keeps us up to date with industry trends & 'hot topics,' interesting stories of dealing with aftermath; leads for new equipment; general knowledge & technical articles; conference info & feedback. It is the best all in one magazine."

Kaye Gough, Drizair

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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	1,390	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	1,015	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 or 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
Opp. Commentary	N/A	1,815	1,755	1,685

INSERTS — Please call for quote.

GUARANTEED POSITION — Special Position “Guaranteed Forward” at a 10% premium on a non-cancelable basis.

AGENCY COMMISSIONS — 15% commissionable discount for recognized agencies.

MEMBER DISCOUNT — 10% discount for RIA members.

PREPAY DISCOUNT — Prepaid ads 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.

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.

ADVERTISING OFFICE:

Tony Greenfield
 General Sales Manager, C&R Magazine
 Phone: 703-407-8277
 Fax: 703-444-2440
 E-Mail: ria@rcn.com

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Mechanical Requirements

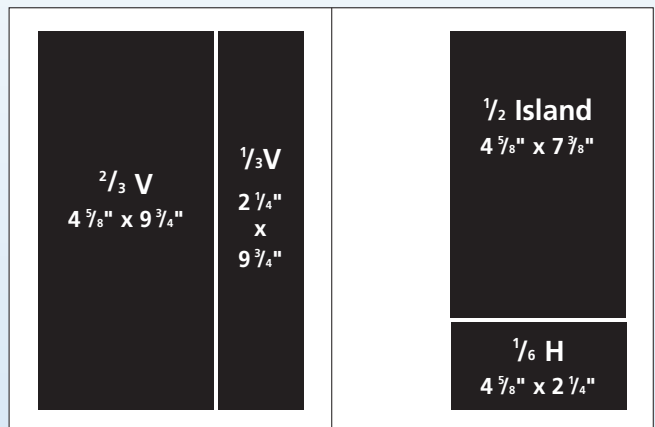
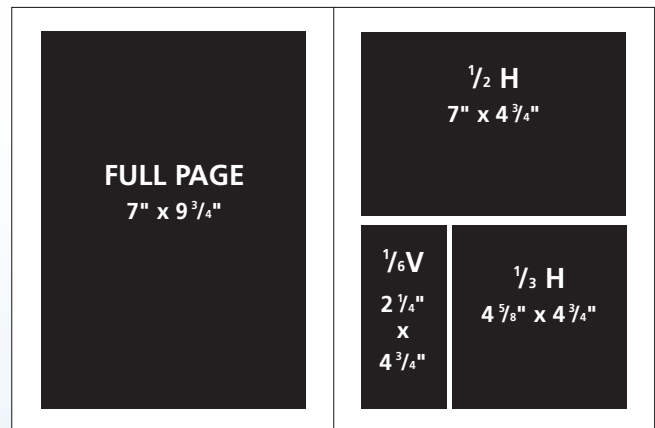
Size	Width		Depth
Full Page	7"	x	9-3/4"
2/3 v	4-5/8"	x	9-3/4"
1/2 h	7"	x	4-3/4"
1/2 island	4-5/8"	x	7-3/8"
1/3 v	2-1/4"	x	9-3/4"
1/3 h	4-5/8"	x	4-3/4"
1/6 v	2-1/4"	x	4-3/4"
1/6 h	4-5/8"	x	2-1/4"

TRIM SIZE — 8-1/2"x11"

BLEED SIZE — 8-3/4"x11-1/4"

ELECTRONIC FILES — Digital files **MUST** be platform independent or MAC compatible, include all necessary elements such as layout file(s), linked and embedded graphics, and 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 crop marks and file information, and should indicate color where appropriate. All images should be at least 300 dpi. High resolution pdf's (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.

FILM NEGATIVES — 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 and White Ads:** offset negatives preferred, right reading, emulsion side down. B&W photos require halftone negatives. Screens should not exceed 133 lines.



"Dri-Eaz has always promoted the further development of the water damage industry's knowledge base, and we support Cleaning & Restoration magazine because of the critical role it's played in fostering discussions that are key to that development."

Marcia Neu, Dri-Eaz Marketing Manager

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Electronic Artwork Requirements

Cleaning & Restoration's production is Macintosh-based.

- All proprietary PC application documents must be converted to one of the platform independent file formats listed below.
- All fonts in PC authored files must be converted to paths/outlines or pixels.
- All fonts in Mac authored files must be provided or converted to paths or pixels.
- A hard copy of the ad must accompany artwork or be sent separately to Design Consultants if artwork is sent electronically. **Ads sent without hard copy proofs cannot be guaranteed to run correctly on press.**

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 1. 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.

ADDITIONAL REQUIREMENTS

- All files must be CMYK or grayscale.
- Maximum total ink limit (UCR/GCR) is 280%. (Please check all rich blacks to make sure they comply.)
- Build files to actual ad size.
- DO NOT place JPG files into QuarkXPress or other apps.
- DO NOT save TIFF/.tif files using LZW compression.

AD PREPARATION CHARGES — If adequate 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.

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

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

[ftp.design-consultants.com](ftp://ftp.design-consultants.com)
user: [riaads.design-consultants.com](mailto: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.*

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Reader Profile

RIA, the Restoration Industry Association, is an international, non-profit trade association. Founded in 1946, it has grown to become the premiere technical authority on the cleaning and restoration arts and sciences.

With over 2000 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, *Cleaning & Restoration* magazine continues to maintain its place as the voice for this industry, delivering the most current news and information.

C&R READERS ARE DECISION MAKERS

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

C&R READERS UNDERSTAND VALUE

Cleaning & Restoration readers know where to find the latest products, services, technology and industry information.

C&R READERS ARE DEDICATED

Close to 100% of those surveyed read almost every issue of *Cleaning & Restoration* and pass copies on to employees and colleagues.

“Cleaning & Restoration magazine has been a valuable and effective resource for us. When we want to promote our line of infrared cameras designed specifically to the cleaning and restoration industry, this magazine is the ideal choice!”

John Sotirakos, Marketing Communications Manager, FLIR Systems

C&R READERS ARE TEAM PLAYERS

An overwhelming majority of those surveyed pass *Cleaning & Restoration* onto 3 or more of their colleagues.

C&R READERS THINK AHEAD

Close to 98% of those surveyed save articles for future reference.

C&R READERS ARE PROACTIVE

Close to 100% of those surveyed said seeing an ad in *Cleaning & Restoration* influenced their purchasing decisions.

TOPICS IMPORTANT TO OUR READERS:

- Safety & training
- Marketing
- 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

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Editorial Focus 2009

JANUARY

Space Close11/05/08
 Artwork Due 11/11/08

- Environmental Issues
- Restoration Conference Recap
- Additional RIA Convention Registration Materials

FEBRUARY

Space Close12/05/08
 Artwork Due 12/09/08

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

MARCH

RIA's Annual Convention Issue
(Bonus Distribution)
 Space Close1/06/09
 Artwork Due1/15/09

- Legal Issues in the Restoration Industry

APRIL

Space Close2/06/09
 Artwork Due2/13/09

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

MAY

Space Close3/06/09
 Artwork Due3/13/09

- RIA Convention Wrap-Up

JUNE

Space Close4/06/09
 Artwork Due4/13/09

- Restoration
- Phoenix Award Winners

JULY

Space Close5/06/09
 Artwork Due5/13/09

- Indoor Air Quality

AUGUST

Space Close6/05/09
 Artwork Due6/12/09

- Safety Issues
- Insurance & Risk Management

SEPTEMBER

Annual Buyer's Guide Issue
 Space Close7/06/09
 Artwork Due7/13/09

- Annual Buyer's Guide Supplement
- Effective Marketing

OCTOBER

RIA's Fall Conference Issue
(Bonus Distribution)
 Space Close8/05/09
 Artwork Due8/12/09

- Textiles
- Specialty Rugs
- Flooring

NOVEMBER

Space Close9/04/09
 Artwork Due9/11/09

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

DECEMBER

Space Close10/06/09
 Artwork Due10/13/09

- 2009 RIA Convention Preview
- Education

"We have been advertising in Cleaning & Restoration magazine for a number of years now. We can always tell when our quarterly ad has run because we receive an increase of inquiries around the time the publication releases. This has been a great way for us to build brand awareness and we would hardly dare take it out of our marketing mix."

Keri Jones, Marketing Manager, Restoration Media Marketing

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Awards

Over the years, Cleaning & Restoration has won numerous awards for its editorial quality and outstanding design. The magazine has been judged against major corporations and associations such as the Walt Disney Companies, Toyota, American Airlines, Public Relations Society of America and the National Association of Realtors. More than 95% of its editorial comes from RIA members and industry experts. Understandably, RIA is very proud of these accomplishments.

2004
Apex
Grand Award
Feature Writing
Saving the Irreplaceable

2004
Apex
Best Redesign

2004
Apex
Feature Writing
Restoration Italian-Style

2004
Magnum Opus
Honorable Mention
Most Improved Design

2004
Magnum Opus
Silver Award
Restoration Italian-Style

2006
Apex Award
Magazine & Journal Writing
March 2005 Issue

2006
Magnum Opus
Honorable Mention
Vendor Programs: To Join or Not to Join

2007
Magnum Opus
Special Recognition
Grand Print Magazine
November 2006 Anniversary Issue

"As an international subscriber keeping abreast of the latest trends and information in the restoration industry vitally important but a battle to find. I find the C&R magazine great reading to keep up to date with industry based information. C & R is important reading for all in the restoration industry. Keep at it team!"

Ashley Easterb, Director, Networkgroup

2007
Magnum Opus
Honorable Mention
Best Overall Editorial
September 2006

2007
Magnum Opus
Silver Award
Best Feature Article
Preserving the Past

2007
Apex Award
Feature Article
Rescuing History from Katrina's Grasp

2007
Association TRENDS
All Media Contest
Honorable Mention

2008
Magnum Opus
Bronze Award
Best Signed Editorial or Essay
What's In a Name?

2008
Apex Award
Magazine & Journal Design & Layout
December 2007

2008
Apex Award
Magazine & Journal Writing
February 2007 Issue