The Restoration Industry Association (RIA) is the oldest and one of the largest professional trade associations, dedicated to being the leading organization for restoration contractors who are professional, engaged, and successful. Partner with RIA as we strive to be the restoration contractor’s foremost resource for advanced education, professional practices, member advocacy and cultivation of industry relationships.

RIA members are professionals directly involved in the commercial and residential restoration and cleaning industry. Members range from business owners to technicians, franchisors, franchisees, and project managers. Specialties include fire, smoke and water damage, contents cleaning, fine art restoration, carpet and upholstery cleaning, bio-recovery, mold, and infection control.
PARTNERSHIP AND ADVERTISING OPPORTUNITIES

Cleaning & Restoration Magazine

RIA produces the award-winning magazine Cleaning and Restoration (C&R) 4 times a year. For more than 40 years, C&R Magazine has provided RIA members and subscribers with forward-thinking prospective from cleaning and restoration industry experts on topics such as safety and training, marketing, business management, technology, legal, cleaning and more.

Distribution

- Print: 2,500+ direct mailing list
- Downloadable PDF available for RIA members on the C&R content hub.

C&R Production Schedule 2019

<table>
<thead>
<tr>
<th>Themes</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad close date/insertion orders due w/ all info</td>
<td>25-Jan</td>
<td>17-Apr</td>
<td>17-Jul</td>
<td>25-Sep</td>
</tr>
<tr>
<td>Ad materials due</td>
<td>30-Jan</td>
<td>22-Apr</td>
<td>22-Jul</td>
<td>30-Sep</td>
</tr>
<tr>
<td>Estimated delivery</td>
<td>13-Mar</td>
<td>3-Jun</td>
<td>1-Sep</td>
<td>11-Nov</td>
</tr>
</tbody>
</table>

Pricing for C&R Magazine

<table>
<thead>
<tr>
<th></th>
<th>1X Frequency</th>
<th>2X Frequency</th>
<th>3X Frequency</th>
<th>4X Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (FP)</td>
<td>$2,700</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,100</td>
</tr>
<tr>
<td>Inside Front Cover (FP)</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$1,900</td>
</tr>
<tr>
<td>Inside Back Cover (FP)</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$1,900</td>
</tr>
<tr>
<td>Center Spread (2 FP)</td>
<td>$3,000</td>
<td>$2,800</td>
<td>$2,600</td>
<td>$2,400</td>
</tr>
<tr>
<td>Full Page Ad (FP)</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Half Page Ad (HP)</td>
<td>$1,000</td>
<td>$900</td>
<td>$800</td>
<td>$700</td>
</tr>
</tbody>
</table>

* Rates are NET and agency discounts do not apply.
** Apply rate times the dollar amount for opportunity spend.
*** RIA Members receive a 10% Discount on C&R Magazine Ad Opportunities.

Advertising Deadline:
To reserve your space in C&R Magazine, contact Kris King at kking@restorationindustry.org. Ads must be paid in advance either through a corporate check or credit card.
PARTNERSHIP AND ADVERTISING OPPORTUNITIES

C&R Content Hub

The C&R Content Hub is the online resource for all RIA-related content. Updated weekly, the C&R Content Hub is open to both members and non-members, providing them with access to unique articles, info graphics, archived issues of the print magazine, as well as custom articles and research.

3,100+
Hub users to date

1,800
Average monthly page views

625
Average users per month

Sponsored Content

Sponsored Content will be delivered in a three-part Sponsored Content Series tailored specifically for sponsoring partner(s) that will be posted in the “Partner Prospective” section of the hub. Series will promote sponsored partner as a thought leader to the RIA Audience by prominently position the content and highlighting on social media channels. All submissions must be accompanied by and executed author agreement that will be provided by the RIA editorial team.

<table>
<thead>
<tr>
<th>Sponsored Opportunity</th>
<th>Rate</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Content</td>
<td>Starts at $5,500</td>
<td>Three Part Series, timeline TBD.</td>
</tr>
<tr>
<td>Homepage Top Banner Ad</td>
<td>$1,000</td>
<td>Monthly</td>
</tr>
<tr>
<td>Homepage Showcase Ad</td>
<td>$750</td>
<td>Monthly</td>
</tr>
<tr>
<td>Standard Banner Ad – Not on Homepage</td>
<td>$500</td>
<td>Bi-Weekly</td>
</tr>
</tbody>
</table>
E-Newsletter Options

**RIA Update** shares industry and association updates with members and subscribers the first Tuesday of each month.

- **22.5%**
  - Average Open Rate (2,250 average views per distribution)

- **8-10%**
  - Average Click Through Rate

**C&R Update** is one of the leading international online publications for the restoration industry with more than 11,000 member and industry subscribers the third Tuesday of each month.

- **21.5%**
  - Average Open Rate (2,150 average views per distribution)

- **2-5%**
  - Average Click Through Rate

Pricing for **RIA Update** and **C&R Update** per issue: 12 available or each

<table>
<thead>
<tr>
<th>Advertising Options</th>
<th>Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Horizontal Banner</td>
<td>$1,000</td>
</tr>
<tr>
<td>Horizontal Banner Ad A</td>
<td>$750</td>
</tr>
<tr>
<td>Horizontal Banner Ad B</td>
<td>$500</td>
</tr>
</tbody>
</table>

- Rates are NET and agency discounts do not apply
- Click trough rates available for ads and select content
PARTNERSHIP AND ADVERTISING OPPORTUNITIES

Webinars

Spotlight your products and services with RIA’s Sponsored Webinars.

Webinar Attendance - $2,000 (per webinar)

Average webinar attendance is 20 and targeted audience includes RIA members and potential clients.

- FREE access for your current and potential clients with access code (provided by RIA)
- E-Marketing provided by RIA
- Webinar will be accessible on the RIA Website for up to a year
- Basic contact information of attendees will be shared with sponsoring partner
- Content, including speaker and webinar outline, must be reviewed by RIA prior to scheduling webinar

*Continuing Education Credit is not available for sponsored webinars.

Digital Offerings & Rates

RIA Homepage Web Banner - $3,500

- Exclusive web banner on the RIA homepage at www.restorationindustry.org that receives 500+ daily views.
- Graphic and click through link are requested 5 days prior to the banner going live on the website.
- Click through and basic lead information is available by request following the last day the banner is live.
- SPECS: 610x115

Sponsored RIA Member E-blast - $1,500

- Single send blast distributed by RIA on the 2nd Thursday of each month to either full or segmented membership
- Must be in HTML format – content, graphics and all click through links must be provided by partner
- Blast will be sent from RIA with the subject line: RIA Sponsored Email Content: (Subject from Partner)
- Content must be approved 5 business days prior to distribution date. Invoice must be paid prior to blast distribution.
- Click through rates and basic lead generation options are available upon request, 15 days post distribution.

RIA Social Media Highlight - $1,000

- RIA will now be highlighting partners on our Facebook and Twitter social media platforms. Highlight new and upcoming products, ideas and industry leading news!
- Partner logo and web link, along with a 200 character post of sponsored content will be included.
- Posts will be made on the 2nd and the 4th Tuesday of each month. All content must be approved by RIA.

*Cost is per post

**All sponsored RIA Social Media Highlights will be noted as SPONSORED CONTENT