



# Associate Membership Information

[www.mrca.org](http://www.mrca.org)



## Midwest Roofing Contractors Association

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7250 Poe Ave. Suite 410, Dayton, OH 45414

Phone: 800.497.6722 Fax: 937.278.0317 E-mail: [info@mrca.org](mailto:info@mrca.org) Web: [www.mrca.org](http://www.mrca.org)

Dear Potential Member,

Thank you for your interest in the Midwest Roofing Contractors Association (MRCA). For more than 70 years, MRCA has prided itself on being known as the “Roofing Contractors Advocate”. Our mission is to assist Associate Members in supporting MRCA roofing contractors as they develop and grow their businesses. We are eager to collaborate with companies such as yours, to better align the work of our association with the needs of the roofing industry.

MRCA offers many benefits for Associate Members, some of these include:

1. Subscription to MR Magazine: MRCA’s Bi-Monthly delivered digitally to each company contact’s and one printed copy to primary company address.
2. Discounts on exhibition pricing (booths) at the MRCA Annual Conference & Expo
3. Networking opportunities with roofing contractors, owners, and decision makers. A full-time staff here to assist you.

I hope you choose to join us and benefit from all of us working together.

Megan Pope, Executive Director

Rachel Pinkus, Managing Director/Newsletter Editor

Morgan Arwood, Membership Director

Chrystal Burris, Senior Accounts Manager

Gary Auman, MRCA Legal Counsel



# JOIN MRCA AS AN Associate Member



**The Midwest Roofing Contractors Association (MRCA) invites you to join our growing and progressive association. With membership spanning over 17 states, MRCA is dedicated to the needs of the roofing industry. By offering needed networking, educational and business resources, MRCA helps its members grow and prosper.**

Associate member benefits include:

- Access to a growing membership of more than 400 roofing contractor companies
- Company listing on MRCA's website
- *Midwest Roofer* (MRCA's bimonthly magazine)
- MRCA Associate Member logo for marketing purposes
- Listing in MRCA's printed membership directory

Together, we will align the work of our association with the needs of the entire industry. MRCA is one of the strongest regional trade associations in the roofing industry. We welcome:

- Manufacturers
- National and local distributors
- Equipment and accessory suppliers
- Service providers
- Architects, engineers, and consultants
- Manufacturer representatives

Join MRCA to gain access to roofing contractor members and the opportunity to participate in association events where you will cultivate past, present, and future relationships!

*Complete the attached application, call 800.497.6722, or visit us online at [www.mrca.org](http://www.mrca.org) to join today.*

## We invite you to be part of MRCA's future.

# Midwest Roofing Contractors Association Associate Membership Application

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company E-mail \_\_\_\_\_ Company Website \_\_\_\_\_

Primary Contact (will also be billing contact) \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Referred by: Name \_\_\_\_\_

## Other key contacts (will receive important information from MRCA):

Executive \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Marketing \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

Technical \_\_\_\_\_ Title \_\_\_\_\_ E-mail \_\_\_\_\_

### Select Category

**Manufacturer—\$995** \$ \_\_\_\_\_

**National Distributor—\$995** \$ \_\_\_\_\_

**Local Distributor—\$725** \$ \_\_\_\_\_

**Roofing Equipment—Supplies—\$725** \$ \_\_\_\_\_

**Service Provider—\$725** (Insurance, financial services, software, etc.) \$ \_\_\_\_\_

**Consultant/Engineer/Architect—\$195** \$ \_\_\_\_\_

**Manufacturer's Representative—\$195** \$ \_\_\_\_\_

**Branch—\$95** \_\_\_\_\_ \$ \_\_\_\_\_  
(name of parent company)

### Payment Information (select one)

Check Enclosed    Visa    MasterCard    American Express    Discover

Name on Card (please print) \_\_\_\_\_

Account Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CSV \_\_\_\_\_

Signature \_\_\_\_\_

**Return form with payment to the Midwest Roofing Contractors Association.**

**Mail**                      **or**                      **Fax**                      **or**                      **Call**                      **or**                      **Apply Online**  
7250 Poe Ave., Suite 410                      937.278.0317                      800.497.6722                      www.mrca.org  
Dayton, OH 45414

0% of your membership dues are attributable to nondeductible lobbying expenses as described under Internal Revenue Code Section 162(e).



# ABOUT CERTA

In 1986, the Midwest Roofing Contractors Association (MRCA) in conjunction with industry organizations, the Asphalt Roofing Manufacturers Association, and United Union of Roofers, Waterproofers and Allied Workers developed a curriculum to train roofing workers in the safe application of torch-applied roof systems. This program was named the Certified Roofing Torch Applicator (CERTA) program.

With continuing changes in technology, federal regulations and work practices, it became necessary for MRCA to revise and update the CERTA program. With the cooperation of contractors, manufacturers and other associations, MRCA created the ad-hoc CERTA Committee.

In 2003, insurance industry representatives approached NRCA to address concerns about increasing incidents and losses occurring during roofing workers' torching activities. NRCA recognized torching activities are and will continue to be a major part of the roofing industry, and roofing workers traditionally have been trained on torch use with on-the-job techniques. On-the-job training methods typically focus on application skills without adequately addressing safety concerns. The need for focused safety training addressing torching activities became apparent. NRCA arranged with MRCA to adopt and revise the CERTA program. The current CERTA program provides the best practices and new industry requirements for torching activities.



CERTIFIED

TRAINING



TELL ME MORE

**MRCA**  
800.497.6722  
info@mrca.org  
7250 Poe Ave. Ste. 410  
Dayton, OH, 45414  
[Twitter](#) [Facebook](#) [LinkedIn](#)  
www.mrca.org

The **Midwest Roofing Contractors Association**® (MRCA) is the Contractor's Advocate. With membership spanning 17 states throughout the Midwest, MRCA is dedicated to your needs as a professional contractor. By offering education, safety materials, and business tools, MRCA helps you grow your business, create a safer workplace, and save time and money.



# CERTIFIED ROOFING TORCH APPLICATOR PROGRAM

## YOUR SOURCE FOR TORCH DOWN ROOF SYSTEM SAFETY TRAINING



## FREQUENTLY ASKED QUESTIONS ON CERTA APPLICATOR TRAINING

### Q: ARE THERE DATA TO SUPPORT REDUCED FIRE LOSSES IN THE ROOFING INDUSTRY DIRECTLY ATTRIBUTABLE TO THE NEW NRCA/MRCA CERTA PROGRAM?

**A:** Yes. The number of serious roofing torch-related fire incidents has decreased significantly since 2004 when the new MRCA/NRCA CERTA program was implemented in the roofing industry. For example, in 2002, one major insurance company paid 35 roofing torch-related fire losses of more than \$1,000 and 11 of more than \$500,000. In 2005, after only one year of the new MRCA/NRCA CERTA program implementation, the same insurance company paid 13 losses of more than \$1000, including only two of more than \$500,000. The MRCA/NRCA CERTA program had made a significant effect on the safe use of roofing torches throughout the roofing industry.

### Q: WHO RECEIVES CERTIFICATION?

**A:** Individual roofing workers become certified roofing torch applicators, NOT a roofing company. The certification belongs to and stays with an individual roofing worker not his employer.

### Q: HOW SOON MUST I HAVE MY TORCH APPLICATORS TRAINED?

**A:** A roofing contractor will need to contact his insurance company to determine the grace period allowed to get his torch applicators trained.



**Kelly Lea** General Manager  
TEXAS ROOF MANAGEMENT INC, Richardson, Texas  
*We at Texas Roof Management INC believe the CERTA Program is one of the most important safety programs we utilize. We make sure that all of our roofing and service techs, around 70 employees, maintain their CERTA Training. As a result of CERTA Training, our jobsites and crews are safer and our clients are free of potential liability.*

*In addition although our Insurance carrier does not require CERTA Training is it a positive mark on our yearly renewal.*

# TAME THE FLAME.

In 2007, NRCA retained Hughes Associates INC., a nationally recognized fire consulting firm, to help plan and conduct a test program designed to investigate heat transmission through component layers of torch-applied polymer-modified bitumen membrane flashings during installation over combustible roof decks. Based on the findings, the CERTA guidelines were revised. Direct torching over combustible substrates (with specific stipulations) was allowed.

CERTA delivers these requirements through a certification program where authorized trainers delivering effective behavior-based training to roofing workers. MRCA continues to work with NRCA to make sure the program is up-to-date

### Q: WHAT HAPPENS IF A ROOFING WORKER DOES NOT PASS A REGISTERED CERTA APPLICATOR TRAINING CLASS?

**A:** The roofing worker must attend another registered CERTA applicator training session conducted by an authorized trainer and repeat the section of the class he failed until he successfully meets the programs passing requirements.

### Q: HOW LONG IS THE TRAINING VALID?

**A:** The authorized status and certification of a torch applicator are valid for three years after the date they successfully passed their respective program.

### Q: MY COMPANY ONLY USES ROOFING TORCHES TO DRY OR REPAIR ROOFS. WE DO NOT INSTALL MODIFIED BITUMEN ROOF SYSTEMS. DOES CERTA APPLY TO ME?

**A:** Yes. All personnel using roofing torches with open flames in contact with a roof or adjacent building component must successfully complete the MRCA/NRCA CERTA torch applicator training.



and of the highest quality. There is no comparable training program available in the roofing industry.

The CERTA training program is ideal for contractors whose work involves torch applications. The full-day program trains experienced roof system installers on the safe use of roofing torches used to apply polymer-modified bitumen roofing products. CERTA training shows how proper roof system configuration design and application techniques can result in fire-safe installations.



# EXPAND YOUR BRAND. BROADEN YOUR REACH.

Maximize your presence with  
both print and trackable,  
quantifiable digital exposure.

Partnered with





INTELLIGENT MARKETING STARTS HERE



MIDWEST  
ROOFING  
CONTRACTORS  
ASSOCIATION

***THE ROOFING CONTRACTORS ADVOCATE***

*SINCE 1949*

## Advertising Opportunities

We know MRCA is important to you and your business. As we continue our mission to bring value to our sponsors, we want to share opportunities to reach our audience through both print and digital sponsorships.

Contact: Leslie Klenk | [leslie@burgimediafusion.com](mailto:leslie@burgimediafusion.com)

Your print ads will appear in the hard copy MR Magazine that is mailed to all MRCA Members as well as over 10,000 contacts who receive the magazine digitally. All ads within the magazine are hyperlinked to your website.



Your digital ads will appear on multiple major websites and digital apps, following the MRCA audience wherever they go.



## WHY RETARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to MRCA website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

## QUALITY TARGETING:

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with MRCA's uniquely qualified audience that will showcase your business to those who need you the most.

# Choose Your Package

## PACKAGE 1

MR Magazine – 1 issue  
35,000 digital impressions over 1 month

Quarter page + Digital	\$ 3,075
Half page + Digital	\$ 3,175
Full page + Digital	\$ 3,325
Digital only	\$ 2,500

## PACKAGE 2

MR Magazine – 2 issues  
70,000 digital impressions over 3 months

Quarter page + Digital	\$ 5,650
Half page + Digital	\$ 5,850
Full page + Digital	\$ 6,150
Digital only	\$ 4,500

## PACKAGE 3

MR Magazine – 3 issues  
100,000 digital impressions over 6 months

Quarter page + Digital	\$ 7,710
Half page + Digital	\$ 7,980
Full page + Digital	\$ 8,415
Digital only	\$ 6,000

## PACKAGE 4 – MOST EXPOSURE & BEST VALUE!

MMR Magazine – 6 issues  
200,000 digital impressions over 12 months

Quarter page + Digital	\$ 12,924	Inside Front Cover + Digital	\$ 14,895
Half page + Digital	\$ 13,410	Back Cover + Digital	\$ 15,165
Full page + Digital	\$ 14,139	Digital only	\$ 11,000
Inside Back Cover + Digital	\$ 14,625		

\*NOTE: Package 4 rates include MRCA "All In" 10% discount for MR Magazine + Digital

## MRCA Website Button Link

12 months on MRCA Website	\$ 1,000
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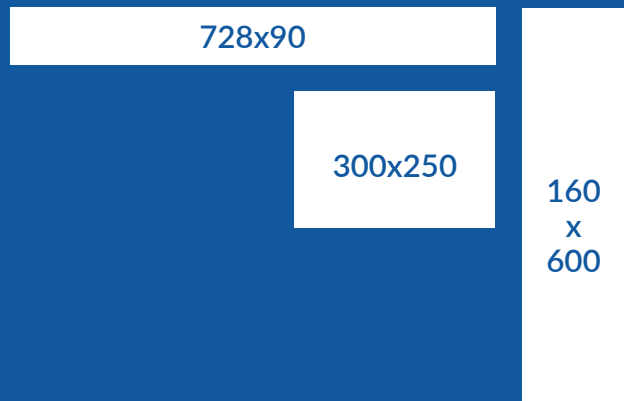
# MR Magazine

Submit high-resolution pdf with fonts and images embedded

AD	BLEED	TRIM	LIVE AREA
Full Page	8.75 X 11.25	8.5 X 11	7.5 X 10
Half Page Vertical	3.875 X 11.25	3.625 X 10	3.125 X 10
Half Page Horizontal	7.75 X 5	7.5 X 4.75	7 X 4.25
Quarter Page Vertical	3.875 X 5.125	3.625 X 4.875	3.125 X 4.375
Quarter Page Horizontal	7.75 X 2.5	7.5 X 2.25	7 X 1.75
Back Cover	8.75 X 8.25	8.5 X 8	7.75 X 7.25

## Digital

.jpg or gif static images only; no flash ads



### All sizes include:

Leaderboard

728x90

Wide Skyscraper

160x600

Square Pop-Up

300x250



# Tips for Advertising Success

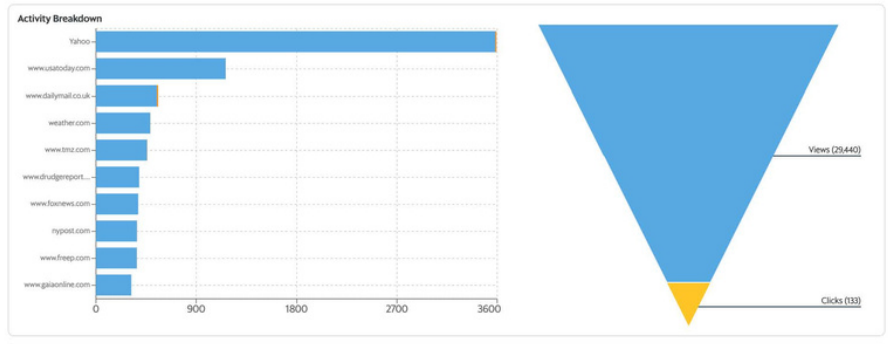
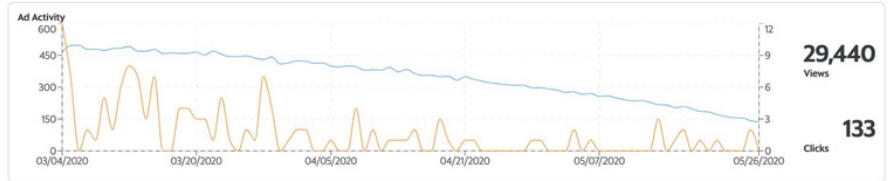
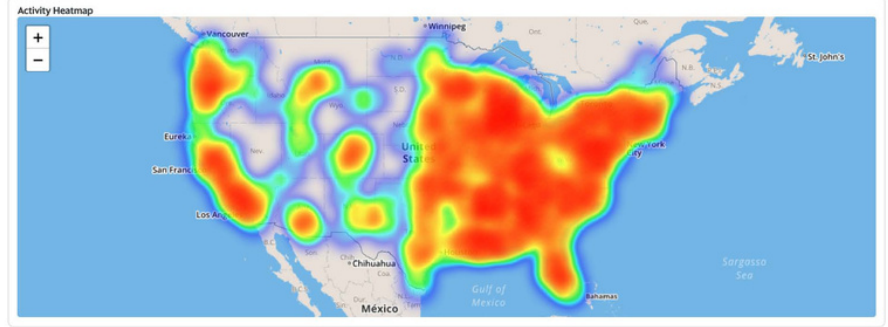
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1. Include a “Call to Action”
2. Have a clearly defined goal
3. MR Magazine ad should coincide with Digital ad
4. Graphics heavy artwork that is user specific captures the customer’s attention
5. Include a link in the Digital ad to a customized landing page that contains a way to collect customer data (ex. an online form to complete or something comparable)



Overview of marketing activity from March 4th 2020 to May 26th 2020

Views	<b>29,440</b> out of 30,000 (98.13%)	Clicks	<b>133</b> 0.45% CTR	Unique Clicks <sup>Ⓢ</sup>	<b>129</b>	Reach <sup>Ⓢ</sup>	<b>7,764</b>
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MIDWEST  
ROOFING  
CONTRACTORS  
ASSOCIATION

QUANTIFIABLE RESULTS WITH



Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.





# 2024 Advertising Opportunities

**EXPAND YOUR BRAND. BROADEN YOUR REACH.**

We know MRCA is important to you and your business. As we continue our mission to bring value to our sponsors, we want to share opportunities to reach your audience through both print and trackable, quantifiable digital exposure.

## PACKAGES

PACKAGE 1		PACKAGE 2		PACKAGE 3	
MR Magazine — 1 issue 35,000 digital impressions over 1 month		MR Magazine — 2 issues 70,000 digital impressions over 3 months		MR Magazine — 3 issues 100,000 digital impressions over 6 months	
Quarter page + Digital	\$3,075	Quarter page + Digital	\$5,650	Quarter page + Digital	\$7,710
Half page + Digital	\$3,175	Half page + Digital	\$5,850	Half page + Digital	\$7,980
Full page + Digital	\$3,325	Full page + Digital	\$6,150	Full page + Digital	\$8,415
Digital only	\$2,500	Digital only	\$4,500	Digital only	\$6,000

PACKAGE 4 — MOST EXPOSURE & BEST VALUE!				MRCA Website Button Link	
MR Magazine — 6 issues 200,000 digital impressions over 12 months				12 months on MRCA Website \$1,000	
Quarter page + Digital	\$12,924	Inside Front Cover + Digital	\$14,895	<b>ISSUE MONTH &amp; ARTWORK DEADLINES</b> FEB 1/10    AUG 7/10 APR 3/10    OCT 9/10 JUN 5/10    DEC 11/10	
Half page + Digital	\$13,410	Back Cover + Digital	\$15,165		
Full page + Digital	\$14,139	Digital only	\$11,000		
Inside Back Cover + Digital	\$14,625				
*NOTE: Package 4 rates include MRCA "All In" 10% discount for MR Magazine + Digital					

### MR Magazine Ad Specs

Submit high-resolution pdf with fonts and images embedded

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Quarter Page Vertical	3.875 X 5.125	3.625 X 4.875	3.125 X 4.375
Quarter Page Horizontal	7.75 X 2.5	7.5 X 2.25	7 X 1.75
Back Cover	8.75 X 8.25	8.5 X 8	7.75 X 7.25

### Digital Ad Specs

.jpg or gif static images only; no flash ads

### LEADERBOARD

728x90

### WIDE SKYSCRAPER

160x600

### SQUARE POP-UP

300x250

### PAYMENT INFORMATION:

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY / ST / ZIP: \_\_\_\_\_

PH: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

\_\_\_\_\_ BILL FULL YEAR IN ADVANCE      \_\_\_\_\_ BILL AFTER EACH ISSUE

TOTAL DUE: \_\_\_\_\_

\_\_\_\_\_ CHECK PAYABLE TO MRCA OR  CREDIT CARD

MC: \_\_\_\_\_ AX: \_\_\_\_\_ VISA: \_\_\_\_\_ Discover: \_\_\_\_\_

CC#: \_\_\_\_\_ CVV: \_\_\_\_\_

EXP: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Please send completed contracts and artwork to:

Leslie Klenk | Burgie MediaFusion | p: 614.554.6294 | f: 888.390.0425 | e: leslie@burgiemediafusion.com

### FOR OFFICE USE ONLY

NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# MRCA is Partnering with Beeline Purchasing LLC to Offer a New Member Benefit!

The Midwest Roofing Contractors Association has launched a Safety Marketplace through the Beeline Purchasing Program. MRCA members can buy safety products directly from manufacturers at considerable discounts - **up to 30% savings!**

To browse the catalog, go to <http://www.beelinepurchasing.com/store/categorylist.cfm>

To make a purchase, please contact Kevin Holden at Beeline Purchasing, 513-607-5955 or email him at [kevin@beelinepurchasing.com](mailto:kevin@beelinepurchasing.com)

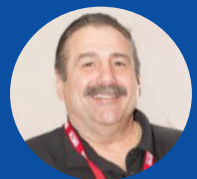
## Benefits include:

- 10-30% savings over traditional methods of purchasing
- Multiply the buying power of the entire group (MRCA) for additional discounts
- First hand technical assistance and support from factory reps
- Independent and unbiased brokers
- Reduce middleman expenses
- Pass on manufacturer promotions



Over the past 5 years, I have saved thousands of dollars by purchasing my safety products from Beeline. They offer everything from hard hats and safety glasses to fall protection and other safety equipment that is shipped quickly and directly to my warehouse. In addition to being cost effective and convenient, Beeline provides you with your own personal broker, something you would not get dealing with a large distributor!"

Fred Horner  
President/CEO  
Advanced Industrial Roofing, Inc.



**beeline**  
Specialized Purchasing Brokers

