

2020 PRINT & DIGITAL EDITORIAL CALENDAR

| | JANUARY Ad Close: 12.2.19 Materials Due: 12.6.19 | FEBRUARY Ad Close: 12.23.19 Materials Due: 1.3.20 | MARCH Ad Close: 1.29.20 Materials Due: 2.6.20 | APRIL Ad Close: 3.3.20 Materials Due: 3.6.20 | MAY Ad Close: 4.2.20 Materials Due: 4.6.20 | JUNE Ad Close: 5.1.20 Materials Due: 5.6.20 |
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| PRINT ISSUE THEMES | <ul style="list-style-type: none"> Winter Maintenance IRE Preview <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Architectural Shingles <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Single-Ply details | <ul style="list-style-type: none"> Official IRE Show Issue State of the Industry Report <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Attic Ventilation <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Cover Boards | <ul style="list-style-type: none"> Young Guns Issue IRE Recap Workforce Development/ Recruiting Ladder Safety Month <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> New Tools <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> New Tools | <ul style="list-style-type: none"> RC'Green' Contractor Resiliency Legislative Update Solar Series <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Resilient, sustainable products, recycling Steep Slope Tile <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Vegetative systems | <ul style="list-style-type: none"> Safety Editor's Choice Products National Safety Stand Down Week <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Fall protection, rooftop safety <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Fall protection, rooftop safety | <ul style="list-style-type: none"> Maintenance Repair and Restoration Storm Weather Preparation <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Restoration, Retro-Fit <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Service and Maintenance |
| PRODUCT FOCUS | Architectural Shingles | Ventilation Products | New Tools & Equipment | Cool Roofs / Vegetative systems | Safety Equipment | Storm Preparation Products |
| DIGITAL OPPORTUNITIES/ WEBINARS | <p>Digital Edition Sponsorship</p> <p>Editorial Infographic: Commercial Roofing Trends</p> | <p>Digital Edition Sponsorship</p> <p>IRE eDailies</p> <p>IRE Booth Tour videos</p> <p>State of the Industry</p> | <p>Digital Edition Sponsorship</p> <p>Editorial Infographic: Roof Technology</p> <p>Focus On eblast: Roofing Certification Programs</p> | <p>Digital Edition Sponsorship</p> <p>Webinar: Political Policies</p> | <p>Digital Edition Sponsorship</p> <p>Focus On eblast: Ventilation Update</p> <p>Software and Apps Special eBlast</p> | <p>Digital Edition Sponsorship</p> <p>Tools and Equipment Special eBlast</p> <p>Webinar: Storm Preparedness</p> |
| eNEWS DEPLOYMENTS | Jan. 9 Jan. 23 | Feb. 4-6 (IRE eDailies) Feb. 20 Feb. 27 | March 12 March 26 | April 9 April 23 | May 7 May 28 | June 7 June 25 |
| BONUS DISTRIBUTION | <p>SPRI Jan. 10-12 Clearwater, Fla.</p> <p>CRCA Jan. 15-17 Chicago, Ill.</p> <p>NAHB IBS Jan. 21-23 Las Vegas</p> | <p>IRE Feb. 4-6 Dallas</p> <p>Sprayfoam Show Feb. 11-14 Pasadena, Calif.</p> <p>Win the Storm Feb. 20-22 Phoenix, Ariz.</p> | <p>IIEBEC (formerly RCI) March 26-31 Houston, Texas</p> <p>NERCA March 17-19 Atlantic City, NJ</p> | <p>Roofing Day III April 21-22 Washington, D.C.</p> | <p>AIA May 14-16 Los Angeles</p> | <p>WSRCA June 7-9 Las Vegas</p> |
| ADVERTISING SPECIALS | MANUFACTURERS SPOTLIGHT | IRE SHOW DAILIES PRODUCT AND LITERATURE SHOWCASE | | PRODUCT AND LITERATURE SHOWCASE | | |

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| | JULY Ad Close: 6.2.20 Materials Due: 6.5.20 | AUGUST Ad Close: 7.1.20 Materials Due: 7.6.20 | SEPTEMBER Ad Close: 8.3.20 Materials Due: 8.7.20 | OCTOBER Ad Close: 9.1.20 Materials Due: 9.8.20 | NOVEMBER Ad Close: 10.1.20 Materials Due: 10.7.20 | DECEMBER Ad Close: 10.30.20 Materials Due: 11.6.20 |
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| PRINT ISSUE THEMES | <ul style="list-style-type: none"> Technology – Drones, Software, 3-D visualization <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> New Technology– Software and Apps <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> New Technology– Software and Apps | <ul style="list-style-type: none"> Top 100 List BOS Preview Solar Series <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Underlayments <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Single-Ply | <ul style="list-style-type: none"> Back-to-School Best of Success, Coatings <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> Coatings | <ul style="list-style-type: none"> Women to Watch in Roofing Fall Cleanup, Winter Maintenance Prep. Metal Roofing Solar Series <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> Metal Roofing | <ul style="list-style-type: none"> Contractors of the Year Roofers Helping Veterans <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Residential Roofing Contractor of the Year <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Commercial Roofing Contractor of the Year | <ul style="list-style-type: none"> Commercial Roofing Report Best of Success recap/cover Buyer's Guide IRE Preview <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Architectural Shingles <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Roofing Resource Buyer's Guide |
| PRODUCT FOCUS | Software and Apps | Underlayments | Reflective Coatings, Metal Coatings | Rollforming Equipment or Winter maintenance? | Adhesives | Roofing Resource Buyer's Guide |
| DIGITAL OPPORTUNITIES/ WEBINARS | Digital Edition Sponsorship | Digital Edition Sponsorship | Digital Edition Sponsorship New Products Special eBlast | Digital Edition Sponsorship Webinar: Solar Integration For Your Business | Digital Edition Sponsorship | Digital Edition Sponsorship |
| ENEWS/ WEBINARS | July 9 July 23 | Aug. 6 Aug. 20 | Sept. 3 Sept. 24 | Oct. 8 Oct. 21 | Nov. 5 Nov. 19 | Dec. 3 Dec. 17 |
| BONUS DISTRIBUTION | FRSA July 15-17 Kissimmee, Fla. MIRCA Date Location | | BOS 2020 The Omni Star, Frisco, Texas | Metalcon Oct. 21-23 Las Vegas Greenbuild Nov. 4-6 San Diego, Calif. | MRCA Nov. 10-12 Milwaukee | |
| ADVERTISING SPECIALS | CASE STUDY | PRODUCT AND LITERATURE SHOWCASE | | | PRODUCT AND LITERATURE SHOWCASE | ROOFING RESOURCE BASIC LISTING |