

# 2020 PRINT & DIGITAL EDITORIAL CALENDAR

	<b>JANUARY</b> Ad Close: 12.2.19 Materials Due: 12.6.19	<b>FEBRUARY</b> Ad Close: 12.23.19 Materials Due: 1.3.20	<b>MARCH</b> Ad Close: 1.29.20 Materials Due: 2.6.20	<b>APRIL</b> Ad Close: 3.3.20 Materials Due: 3.6.20	<b>MAY</b> Ad Close: 4.2.20 Materials Due: 4.6.20	<b>JUNE</b> Ad Close: 5.1.20 Materials Due: 5.6.20
<b>PRINT ISSUE THEMES</b>	<ul style="list-style-type: none"> <li>Winter Maintenance</li> <li>IRE Preview</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Architectural Shingles</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Single-Ply details</li> </ul>	<ul style="list-style-type: none"> <li>Official IRE Show Issue</li> <li>State of the Industry Report</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Attic Ventilation</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Cover Boards</li> </ul>	<ul style="list-style-type: none"> <li>Young Guns Issue</li> <li>IRE Recap</li> <li>Workforce Development/ Recruiting</li> <li>Ladder Safety Month</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>New Tools</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>New Tools</li> </ul>	<ul style="list-style-type: none"> <li>RC'Green' Contractor</li> <li>Resiliency</li> <li>Legislative Update</li> <li>Solar Series</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Resilient, sustainable products, recycling</li> <li>Steep Slope Tile</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Vegetative systems</li> </ul>	<ul style="list-style-type: none"> <li>Safety</li> <li>Editor's Choice Products</li> <li>National Safety Stand Down Week</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Fall protection, rooftop safety</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Fall protection, rooftop safety</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance</li> <li>Repair and Restoration</li> <li>Storm Weather Preparation</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Restoration, Retro-Fit</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Service and Maintenance</li> </ul>
<b>PRODUCT FOCUS</b>	Architectural Shingles	Ventilation Products	New Tools & Equipment	Cool Roofs / Vegetative systems	Safety Equipment	Storm Preparation Products
<b>DIGITAL OPPORTUNITIES / WEBINARS</b>	<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>
<b>eNEWS DEPLOYMENTS</b>	Jan. 9 Jan. 23	Feb. 4-6 Feb. 20	March 5 March 19	April 9 April 23	May 7 May 28	June 7 June 25
<b>BONUS DISTRIBUTION</b>	<p><b>SPRI</b> Jan. 10-12 Clearwater, Fla.</p> <p><b>CRCA</b> Jan. 15-17 Chicago, Ill.</p> <p><b>NAHB IBS</b> Jan. 21-23 Las Vegas</p>	<p><b>IRE</b> Feb. 4-6 Dallas</p> <p><b>Sprayfoam Show</b> Feb. 11-14 Pasadena, Calif.</p> <p><b>Win the Storm</b> Feb. 20-22 Phoenix, Ariz.</p>	<p><b>IIEBEC (formerly RCI)</b> March 26-31 Houston, Texas</p> <p><b>NERCA</b> March 17-19 Atlantic City, NJ</p>	<p><b>Roofing Day III</b> April 21-22 Washington, D.C.</p>	<p><b>AIA</b> May 14-16 Los Angeles</p>	<p><b>WSRCA</b> June 7-9 Las Vegas</p>
<b>ADVERTISING SPECIALS</b>	<b>MANUFACTURERS SPOTLIGHT</b>	<b>IRE SHOW DAILIES</b> <b>PRODUCT AND LITERATURE SHOWCASE</b>		<b>PRODUCT AND LITERATURE SHOWCASE</b>		

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	<b>JULY</b> Ad Close: 6.2.20 Materials Due: 6.5.20	<b>AUGUST</b> Ad Close: 7.1.20 Materials Due: 7.6.20	<b>SEPTEMBER</b> Ad Close: 8.3.20 Materials Due: 8.7.20	<b>OCTOBER</b> Ad Close: 9.1.20 Materials Due: 9.8.20	<b>NOVEMBER</b> Ad Close: 10.1.20 Materials Due: 10.7.20	<b>DECEMBER</b> Ad Close: 10.30.20 Materials Due: 11.6.20
<b>PRINT ISSUE THEMES</b>	<ul style="list-style-type: none"> <li>Technology – Drones, Software, 3-D visualization</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>New Technology– Software and Apps</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>New Technology– Software and Apps</li> </ul>	<ul style="list-style-type: none"> <li>Top 100 List</li> <li>BOS Preview Solar Series</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Underlayments</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Single-Ply</li> </ul>	<ul style="list-style-type: none"> <li>Back-to-School</li> <li>Best of Success, Coatings</li> </ul> <p><b>SPECIAL SECTION:</b></p> <ul style="list-style-type: none"> <li>Coatings</li> </ul>	<ul style="list-style-type: none"> <li>Women to Watch in Roofing</li> <li>Fall Cleanup, Winter Maintenance Prep.</li> <li>Metal Roofing</li> <li>Solar Series</li> </ul> <p><b>SPECIAL SECTION:</b></p> <ul style="list-style-type: none"> <li>Metal Roofing</li> </ul>	<ul style="list-style-type: none"> <li>Contractors of the Year</li> <li>Roofers Helping Veterans</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Residential Roofing Contractor of the Year</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Commercial Roofing Contractor of the Year</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Roofing Report</li> <li>Best of Success recap/cover</li> <li>Buyer's Guide</li> <li>IRE Preview</li> </ul> <p><b>RESIDENTIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Architectural Shingles</li> </ul> <p><b>COMMERCIAL TOPIC</b></p> <ul style="list-style-type: none"> <li>Roofing Resource Buyer's Guide</li> </ul>
<b>PRODUCT FOCUS</b>	Software and Apps	Underlayments	Reflective Coatings, Metal Coatings	Rollforming Equipment	Adhesives	Roofing Resource Buyer's Guide
<b>DIGITAL OPPORTUNITIES/ WEBINARS</b>	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
<b>ENEWS/ WEBINARS</b>	July 9 July 23	Aug. 6 Aug. 20	Sept. 3 Sept. 24	Oct. 8 Oct. 21	Nov. 5 Nov. 19	Dec. 3 Dec. 28
<b>BONUS DISTRIBUTION</b>	<b>FRSA</b> July 15-17 Kissimmee, Fla. <b>MIRCA</b> Date Location		<b>BOS 2020</b> The Omni Star, Frisco, Texas	<b>Metalcon</b> Oct. 21-23 Las Vegas <b>Greenbuild</b> Nov. 4-6 San Diego, Calif.	<b>MRCA</b> Nov. 10-12 Milwaukee	
<b>ADVERTISING SPECIALS</b>	<b>CASE STUDY</b>	<b>PRODUCT AND LITERATURE SHOWCASE</b>			<b>PRODUCT AND LITERATURE SHOWCASE</b>	<b>ROOFING RESOURCE BASIC LISTING</b>