# 2020 Print & Digital Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Close: 12.2.19</td>
<td>Ad Close: 12.23.19</td>
<td>Ad Close: 1.29.20</td>
<td>Ad Close: 3.3.20</td>
<td>Ad Close: 4.2.20</td>
<td>Ad Close: 5.1.20</td>
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<tr>
<td>Materials Due: 12.6.19</td>
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### PRINT ISSUE THEMES
- Winter Maintenance
- IRE Preview
- **RESIDENTIAL TOPIC**
  - Architectural Shingles
  - Single-Ply details
- **COMMERCIAL TOPIC**
  - Attic Ventilation
  - Cover Boards

### PRODUCT FOCUS
- Architectural Shingles
- Ventilation Products
- New Tools & Equipment
- Cool Roofs / Vegetative systems
- Safety Equipment
- Storm Preparation Products

### DIGITAL OPPORTUNITIES/WEBINARS
- Digital Edition Sponsorship
- Editorial Infographic: Commercial Roofing Trends
- IRE Booth Tour videos
- State of the Industry
- Digital Edition Sponsorship
- Editorial Infographic: Roof Technology
- Focus On eblast: Roofing Certification Programs
- Digital Edition Sponsorship
- Focus On eblast: Ventilation Update
- Software and Apps Special eBlast
- Digital Edition Sponsorship
- Tools and Equipment Special eBlast
- Webinar: Storm Preparedness

### 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
- **SPRI**  
  - Jan. 10-12  
  - Clearwater, Fla.  
- **CPCA**  
  - Jan. 15-17  
  - Chicago, Ill.  
- **NAHB IBS**  
  - Jan. 21-23  
  - Las Vegas

### ADVERTISING SPECIALS
- **MANUFACTURERS SPOTLIGHT**
  - IRE SHOW DAILIES
  - PRODUCT AND LITERATURE SHOWCASE
- **PRODUCT AND LITERATURE SHOWCASE**
- **Webinar: Storm Preparedness**
- **Webinar: Political Policies**
- **Special eBlast**

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<th>Materials Due</th>
<th>PRINT ISSUE THEMES</th>
<th>DIGITAL OPPORTUNITIES/WEBINARS</th>
<th>ENEWS/WEBINARS</th>
<th>BONUS DISTRIBUTION</th>
<th>ADVERTISING SPECIALS</th>
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<tr>
<td>JULY</td>
<td>6.2.20</td>
<td>6.5.20</td>
<td>• Technology – Drones, Software, 3-D visualization&lt;br&gt;<strong>RESIDENTIAL TOPIC</strong> • New Technology–Software and Apps&lt;br&gt;<strong>COMMERCIAL TOPIC</strong> • New Technology–Software and Apps</td>
<td>Digital Edition Sponsorship</td>
<td>July 9 July 23&lt;br&gt;<strong>FRSA</strong> July 15-17 Kissimmee, Fla.</td>
<td>CASE STUDY</td>
<td></td>
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<tr>
<td>AUGUST</td>
<td>7.1.20</td>
<td>7.6.20</td>
<td>• Top 100 List&lt;br&gt;• BOS Preview Solar Series&lt;br&gt;<strong>RESIDENTIAL TOPIC</strong> • Underlayments&lt;br&gt;<strong>COMMERCIAL TOPIC</strong> • Single-Ply</td>
<td>Digital Edition Sponsorship&lt;br&gt;New Products Special eBlast</td>
<td>Aug. 6 Aug. 20&lt;br&gt;<strong>BOS 2020</strong> The Omni Star, Frisco, Texas</td>
<td>PRODUCT AND LITERATURE SHOWCASE</td>
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<td>SEPTEMBER</td>
<td>8.3.20</td>
<td>8.7.20</td>
<td>• Back-to-School&lt;br&gt;• Best of Success, Coatings&lt;br&gt;<strong>SPECIAL SECTION:</strong> Coatings</td>
<td>Digital Edition Sponsorship&lt;br&gt;Digital Edition Sponsorship Webinar: Solar Integration For Your Business</td>
<td>Sept. 3 Sept. 24&lt;br&gt;<strong>Metalcon</strong> Oct. 21-23 Las Vegas&lt;br&gt;<strong>Greenbuild</strong> Nov. 4-6 San Diego, Calif.</td>
<td>PRODUCT AND LITERATURE SHOWCASE</td>
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<td>OCTOBER</td>
<td>9.1.20</td>
<td>9.8.20</td>
<td>• Women to Watch in Roofing&lt;br&gt;• Fall Cleanup, Winter Maintenance Prep.&lt;br&gt;• Metal Roofing&lt;br&gt;• Solar Series&lt;br&gt;<strong>SPECIAL SECTION:</strong> Metal Roofing</td>
<td>Digital Edition Sponsorship</td>
<td>Oct. 8 Oct. 21&lt;br&gt;<strong>MRCA</strong> Nov. 10-12 Milwaukee</td>
<td>ROOFING RESOURCE BASIC LISTING</td>
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<td>NOVEMBER</td>
<td>10.1.20</td>
<td>10.7.20</td>
<td>• Contractors of the Year&lt;br&gt;• Roofers Helping Veterans&lt;br&gt;<strong>RESIDENTIAL TOPIC</strong> • Residential Roofing Contractor of the Year&lt;br&gt;<strong>COMMERCIAL TOPIC</strong> • Commercial Roofing Contractor of the Year</td>
<td>Digital Edition Sponsorship</td>
<td>Nov. 5 Nov. 19</td>
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<td>DECEMBER</td>
<td>10.30.20</td>
<td>11.6.20</td>
<td>• Commercial Roofing Report&lt;br&gt;• Best of Success recap/cover&lt;br&gt;• Buyer’s Guide&lt;br&gt;• IRE Preview&lt;br&gt;<strong>RESIDENTIAL TOPIC</strong> • Architectural Shingles&lt;br&gt;<strong>COMMERCIAL TOPIC</strong> • Roofing Resource Buyer’s Guide</td>
<td>Digital Edition Sponsorship</td>
<td>Dec. 3 Dec. 17</td>
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