

2021 CONTENT CALENDAR

	JANUARY Ad Close: Dec. 1, 2020 Materials Due: Dec. 4, 2020	FEBRUARY Ad Close: Jan. 4 Materials Due: Jan. 5	MARCH Ad Close: Feb. 1 Materials Due: Feb. 5	APRIL Ad Close: Mar. 1 Materials Due: Mar. 5	MAY Ad Close: Apr. 1 Materials Due: Apr. 5	JUNE Ad Close: May 3 Materials Due: May 5
ISSUE THEMES	<ul style="list-style-type: none"> • Winter Maintenance • Training & Education • Made in the USA • Winter Safety <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> • Ice Dams <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> • Single-Ply 	<ul style="list-style-type: none"> • RC's 40th Anniversary • State of the Industry Report • BOS Report • IRE Preview • Fathers and Sons <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> • Architectural Shingles <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> • Cover Boards 	<ul style="list-style-type: none"> • Young Guns Issue • Workforce Development/ Recruiting • Covid-19 Anniversary • Roofing Day III Preview • Ladder Safety Month • Legislative Update • Product Showcase • IRE Preview <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"> • Official IRE Issue • Resiliency - Solar • 'Deep Green' Contractor • Roofing Day III Coverage • Made In The USA <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> • Resilient, sustainable products, recyclin <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> • Vegetative systems 	<ul style="list-style-type: none"> • Safety Issue • Editor's Choice Products • Women's Safety Gear <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"> • Fathers and Sons • RC's 40th Anniversary • Storm Weather Preparation • Sales Training & Education <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> • Restoration & Retrofit <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> • Service and Maintenance
PRODUCT FOCUS	Ventilation	Architectural Shingles	New Tools & Equipment	Tech Tools and Apps	Safety Tools & Equipment (Sanitation)	Storm Preparation Products
DIGITAL OPPORTUNITIES/ WEBINARS	Digital Edition Sponsorship Editorial Infographic: Commercial Roofing Trends Shingle Showcase eBlast	Digital Edition Sponsorship Webinar: State of the Industry Single-Ply Showcase eBlast Roofing Showcase eBlast	Digital Edition Sponsorship Editorial Infographic: Roof Technology Webinar: Young Guns Ventilation Showcase eBlast	Digital Edition Sponsorship Webinar: Crisis Management IRE eDailies IRE Booth Tour videos Waterproofing Showcase eBlast	Digital Edition Sponsorship Focus On eblast: Ventilation Update Software and Apps Showcase eBlast Roofing Showcase eBlast	Digital Edition Sponsorship Tools and Equipment Showcase eBlast Webinar: Storm Preparedness
eNEWS DEPLOYMENTS	<ul style="list-style-type: none"> • Jan. 7 • Jan. 21 	<ul style="list-style-type: none"> • Feb. 11 • Feb. 25 	<ul style="list-style-type: none"> • March 11 • March 25 	<ul style="list-style-type: none"> • April 8 • April 29 	<ul style="list-style-type: none"> • May 13 • May 27 	<ul style="list-style-type: none"> • June 10 • June 28 (WSRCA opens)
QUIZ	Fasteners	Shingles	Single Ply	Insulation	Metal	Waterproofing
TRADE SHOWS	SPRI Jan. 15-17, Cape Coral, Fla. CRCA Jan. 20-22 Chicago, Ill.	Win the Storm Feb. 3-5, New Orleans IBS Feb. 9-11, Orlando	NRCA Roofing Day III March 23-24, Washington, D.C.			WSRCA June 27-29, Las Vegas
ADVERTISING SPECIALS	SPOTLIGHT	PRODUCT SHOWCASE		IRE SHOW DAILIES PRODUCT SHOWCASE		

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	JULY Ad Close: June 1 Materials Due: June 5	AUGUST Ad Close: July 1 Materials Due: July 5	SEPTEMBER Ad Close: Aug. 2 Materials Due: Aug. 5	OCTOBER Ad Close: Sep. 1 Materials Due: Sep. 3	NOVEMBER Ad Close: Oct. 1 Materials Due: Oct. 5	DECEMBER Ad Close: Nov. 1 Materials Due: Nov. 5
ISSUE THEMES	<ul style="list-style-type: none"> Technology Issue Heat Health Made In USA <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> New Technology <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> New Technology 	<ul style="list-style-type: none"> Top 100 List BOS Preview Vehicles: What's In Your Truck <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"> RC's 40th Anniversary Back-to-School Feature Training & Education Best of Success <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> Coatings 	<ul style="list-style-type: none"> Women to Watch in Roofing Winter Preparation Made In USA Fathers and Sons/Daughters <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> Metal Roofing 	<ul style="list-style-type: none"> Contractors of the Year Roofers Giving Back Training & Education Veteran's Program <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Fastening Products <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Adhesives 	<ul style="list-style-type: none"> RC's 40th Anniversary Commercial Roofing Report Best of Success Coverage Buyer's Guide IRE Preview <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Tiles: Clay, Slate, Synthetic <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Commercial Roofing Trends
PRODUCT FOCUS	Software and Apps	Underlayments	Coatings	Winter Preparation. Maintenance	Adhesives	Roofing Resource Buyer's Guide
DIGITAL OPPORTUNITIES/ WEBINARS	Digital Edition Sponsorship Focus On eBlast: restoration & maintenance Steep Slope Showcase eBlast Webinar: Power of Marketing Technology Showcase eBlast	Digital Edition Sponsorship Hot Topic: Top 100 Roofing Contractors ICYMI eBlast: Top 100 Roofing Contractors Webinar: Successful Service Dept Safety Showcase eBlast	Digital Edition Sponsorship Focus On eBlast: Coatings Roofing Contractor Showcase eBlast Webinar: Sales & Closing Techniques Adhesives Showcase eBlast	Digital Edition Sponsorship Focus On eBlast: Metal Focus On eBlast: Technology Metal Showcase eBlast	Digital Edition Sponsorship Hot Topic eBlast: Contractor of the Year Roofing Contractor Showcase eBlast Webinar: Solar Integration For Your Business SPF Showcase eBlast	Digital Edition Sponsorship Focus On eBlast: low slope ICYMI eBlast: Contractor of the Year Webinar: Successful Training Programs Coatings Showcase eBlast Low Slope Showcase Eblast
ENEWS/ WEBINARS	<ul style="list-style-type: none"> July 8 July 29 	<ul style="list-style-type: none"> Aug. 5 August 10-12 IRE eBlast Aug. 19 	<ul style="list-style-type: none"> Sept. 2 Sept. 16 	<ul style="list-style-type: none"> Oct. 7 Oct. 21 	<ul style="list-style-type: none"> Nov. 4 Nov. 18 	<ul style="list-style-type: none"> Dec. 2 Dec. 16
QUIZ	SPF	Technology	Tools	Solar	Safety	Underlayments
TRADE SHOWS	FRSA July 21-23, Kissimmee, Fla.	IRE August 10-11, Las Vegas	BOS 2021.	Metalcon Oct. 6-8, Tampa, Fla.	MRCA Nov. 8-10, Milwaukee	
ADVERTISING SPECIALS	CASE STUDY	PRODUCT SHOWCASE			PRODUCT SHOWCASE	ROOFING RESOURCE BASIC LISTING