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**ISSUE THEMES**
- **RESIDENTIAL TOPIC**
  - Winter Maintenance
  - Training & Education
  - Made in the USA
  - Winter Safety
- **COMMERCIAL TOPIC**
  - Ice Dams

**PRODUCT FOCUS**
- **RESIDENTIAL TOPIC**
  - RC’s 40th Anniversary
  - State of the Industry Report
  - BOS Report
  - IRE Preview
  - Fathers and Sons
- **COMMERCIAL TOPIC**
  - Architectural Shingles
  - Cover Boards

**DIGITAL OPPORTUNITIES/WEBINARS**
- **RESIDENTIAL TOPIC**
  - Official IRE Issue
  - Editor’s Choice Products
  - Women’s Safety Gear
- **COMMERCIAL TOPIC**
  - Resilient, Sustainable Products, Recycling
  - Vegetative Systems

**eNEWS DEPLOYMENTS**
- **RESIDENTIAL TOPIC**
  - Safety Issue
  - Roofing Day III Coverage
  - Made In The USA
- **COMMERCIAL TOPIC**
  - Fall protection, rooftop safety

**TRADE SHOWS**
- **RESIDENTIAL TOPIC**
  - SNAP 2021, Jan. 15-17, Cape Coral, Fla.
  - CRCA 2021, Jan. 20-22, Chicago, Ill.
- **COMMERCIAL TOPIC**
  - Win the Storm 2021, Feb. 3-5, New Orleans
  - IBS 2021, Feb. 9-11, Orlando
  - WSRCA 2021, June 27-29, Las Vegas

**QUICK COVERAGE**
- **RESIDENTIAL TOPIC**
  - Winter Maintenance
  - Training & Education
  - Made in the USA
  - Winter Safety
- **COMMERCIAL TOPIC**
  - Ice Dams

**ADVERTISING SPECIALS**
- **RESIDENTIAL TOPIC**
  - Winter Maintenance
  - Training & Education
  - Made in the USA
  - Winter Safety
- **COMMERCIAL TOPIC**
  - Ice Dams

**PRODUCT SHOWCASE**
- **RESIDENTIAL TOPIC**
  - Architectural Shingles
  - Cover Boards
- **COMMERCIAL TOPIC**
  - Single-Ply

**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
- Waterproofing Showcase eBlast
- IRE Booth Tour videos
- Webinar: Storm Preparedness

**WEBINAR OPPORTUNITIES**
- **RESIDENTIAL TOPIC**
  - Safety Issue
  - Roofing Day III Coverage
  - Made In The USA
- **COMMERCIAL TOPIC**
  - Fall protection, rooftop safety
# 2021 Content Calendar

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<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
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| **PRODUCT FOCUS** | | | | | |
| Software and Apps | Underlays | Coatings | Winter Preparation, Maintenance | Adhesives | Roofing Resource Buyer’s Guide |
| DIGITAL OPPORTUNITIES/WEBINARS | | | | | |
| Focus On eBlast: restoration & maintenance | Hot Topic: Top 100 Roofing Contractors | Focus On eBlast: Coatings | Focus On eBlast: Contractor of the Year | Focus On eBlast: low slope |
| Steep Slope Showcase eBlast | ICYMI eBlast: Top 100 Roofing Contractors | Roofing Contractor Showcase eBlast | Roofing Contractor Showcase eBlast | ICYMI eBlast: Contractor of the Year |
| Technology Showcase eBlast | Safety Showcase eBlast | Adhesives Showcase eBlast | SPF Showcase eBlast | Coatings Showcase eBlast |

| **ENEWS/WEBINARS** | | | | | |
| July 8 | Aug. 5 | Sept. 2 | Oct. 7 | Nov. 4 | Dec. 2 |
| July 29 | Aug. 10-12 IRE eBlast | Sept. 16 | Oct. 21 | Nov. 18 | Dec. 16 |

| **QUIZ** | | | | | |
| SPF | Technology | Tools | Solar | Safety | Underlayments |

| **TRADE SHOWS** | | | | | |
| FRSA | | BOS 2021. | Metalcon | MRCA | |
| July 21-23, Kissimmee, Fla. | | Oct. 6-8, Tampa, Fla. | Oct. 6-8, Tampa, Fla. | Nov. 8-10, Milwaukee | |
| IRE | | | | | |
| August 10-11, Las Vegas | | | | | |

| **ADVERTISING SPECIALS** | | | | | |
| CASE STUDY | PRODUCT SHOWCASE | PRODUCT SHOWCASE | ROOFING RESOURCE BASIC LISTING | |

**PRODUCT SHOWCASE**

- Software and Apps
- Underlays
- Coatings
- Winter Preparation, Maintenance
- Adhesives

**DIGITAL OPPORTUNITIES/WEBINARS**

- Digital Edition Sponsorship
- Focus On eBlast: restoration & maintenance
- Steep Slope Showcase eBlast
- Webinar: Power of Marketing
- Technology Showcase eBlast

**ENEWS/WEBINARS**

- July 8
- July 29
- Aug. 5
- Aug. 10-12 IRE eBlast
- Aug. 19
- Sept. 2
- Sept. 16
- Oct. 7
- Oct. 21
- Nov. 4
- Nov. 18
- Dec. 2
- Dec. 16

**QUIZ**

- SPF
- Technology
- Tools
- Solar
- Safety
- Underlayments

**TRADE SHOWS**

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**ADVERTISING SPECIALS**

- CASE STUDY
- PRODUCT SHOWCASE
- PRODUCT SHOWCASE
- ROOFING RESOURCE BASIC LISTING