

2019 EDITORIAL CALENDAR

MONTH	THEMES	RESIDENTIAL TOPIC	COMMERCIAL TOPIC	PRODUCT FOCUS/FOCUS ON	TRADE SHOWS & CONFERENCES	ADVERTISING SPECIALS
JANUARY Ad close: 12/03/18 Materials Due: 12/05/18	<ul style="list-style-type: none"> Winter Maintenance 	Architectural Shingles	Single-Ply Details	Architectural Shingles FOCUS ON: Workforce Recruitment	CRCA: Jan. 17-18, Oakbrook Terrace, Ill. SPRI: Jan. 18-20, Tucson, Ariz.	Spotlight: Buy one full get one full-page FREE advertorial!
FEBRUARY Ad close: 01/04/19 Materials Due: 01/10/19	<ul style="list-style-type: none"> Annual State of the Industry Report 	Attic Ventilation	Cover Boards	Ventilation Products FOCUS ON: Roofing Certification Programs	SprayFoam: Feb. 4-7, Daytona, Fla. IRE 2019: Feb. 11-13, Nashville, Tenn. NAHB IBS: Feb. 19-21, Las Vegas Win the Storm: Feb. 21-23, Las Vegas	Product & Literature Showcase IRE Show Daily
MARCH Ad close: 02/01/19 Materials Due: 02/06/19	<ul style="list-style-type: none"> Young Guns Issue Workforce Development/ Recruiting 	New tools to increase productivity & profitability		Tools & Equipment FOCUS ON: Roofers Self-Training	RCI: March 14-19, Orlando, Fla. NERCA: March 20-21, Mashantucket, CT	
APRIL Ad close: 03/05/19 Materials Due: 03/11/19	<ul style="list-style-type: none"> RC 'Green' Contractor Resiliency Legislative Update IRE Recap 	Resilient, sustainable products, recycling; Steep Slope Tile	Vegetative systems	Cool Roofs/ Vegetative systems FOCUS ON: Managing Diversity on the Rooftop	AEC BuildTech: April 30- May 2, Rosemont, Ill.	Product & Literature Showcase
MAY Ad close: 04/02/19 Materials Due: 04/09/19	<ul style="list-style-type: none"> Safety Editor's Choice Products National Safety Stand Down week 	Fall protection, rooftop safety		Safety Equipment FOCUS ON: Overcoming Language Barriers		Software and App Special eBlast
JUNE Ad close: 05/02/19 Materials Due: 05/09/19	<ul style="list-style-type: none"> Maintenance, Repair & Restoration Weather Preparation 	Restoration & Retrofit Projects	Service & Maintenance	Skylights & Daylighting FOCUS ON: Safety Planning/Training	AIA: June 6-8, Las Vegas WSRCA: June 9-11, Las Vegas	Tools & Equipment Special eBlast
JULY Ad close: 06/04/19 Materials Due: 06/10/19	<ul style="list-style-type: none"> Technology Drones, Software, 3-D visualization 	New Technology: Software & Apps		Software & Apps FOCUS ON: Safety Products	FRSA: July 17-19, Kissimmee, Fla. MiRCA: July 2019, Mackinac Island, Mich.	Case Study: Buy one full, get one full-page FREE advertorial
AUGUST Ad close: 07/03/19 Materials Due: 07/10/19	<ul style="list-style-type: none"> Top 100 Contractors BOS Preview 	Underlayments	Single-Ply; Coatings	Underlayments FOCUS ON: OSHA Inspections		Product & Literature Showcase
SEPTEMBER Ad close: 08/02/19 Materials Due: 08/09/19	<ul style="list-style-type: none"> Back-to-School Best of Success 	Coatings	Reflective Coatings	Reflective Coatings, metal coatings FOCUS ON: Roofer's Health (body, mind, and wallet)	Best of Success 2019: TBD	New Products Special eBlast
OCTOBER Ad close: 09/04/19 Materials Due: 09/10/19	<ul style="list-style-type: none"> Women in Roofing to Watch Fall Cleanup, Winter Maintenance Prep Metal Roofing 	Metal Shingles	Standing Seam Metal Roofs	Rollforming Equipment FOCUS ON: Crisis Management	METALCON: Oct. 2-4, Pittsburgh, Pa.	What's in Your Truck? Sponsorships
NOVEMBER Ad close: 10/01/19 Materials Due: 10/10/19	<ul style="list-style-type: none"> Closing Strong Contractors of the Year Roofers Helping Veterans 	Residential Contractor of the Year	Commercial Contractor of the Year	Adhesives FOCUS ON: Maximizing Media Attention	Greenbuild: Nov. 20-22, Atlanta, Ga.	Product & Literature Showcase 2020 Calendar Pages
DECEMBER Ad close: 10/31/19 Materials Due: 11/08/19	<ul style="list-style-type: none"> Commercial Roofing Report Best of Success recap/cover Buyer's Guide 	Roofing Resource Buyer's Guide Available year-round!		FOCUS ON: High-Profile Roofing Projects		Free Basic Listing for 2019 display advertisers