

2017 EDITORIAL CALENDAR

MONTH	THEMES	RESIDENTIAL TOPIC	COMMERCIAL TOPIC	PRODUCT FOCUS	TRADE SHOWS & CONFERENCES	ADVERTISING SPECIALS
JANUARY Ad close: 12/01/16 Materials Due: 12/02/16	<ul style="list-style-type: none"> • Winter Roofing & Maintenance • IRE Pre-Show Issue 	Architectural Shingles	Single-Ply Details	Architectural Shingles	SPRI: Jan. 13-15, Clearwater, FL CRCA: Jan. 19-20, Oakbrook Terrace, IL SPFA: Jan. 29- Feb. 1, Palm Springs, CA	Spotlight: Buy one full get one full-page FREE advertorial!
FEBRUARY Ad close: 01/04/17 Materials Due: 01/11/17	<ul style="list-style-type: none"> • Official IRE Show Issue • State of the Industry Report 	Attic Ventilation	Cover Boards	Ventilation Products	IRE: March 1-3, Las Vegas, NV	Product & Literature Showcase IRE Show Daily
MARCH Ad close: 02/01/17 Materials Due: 02/04/17	<ul style="list-style-type: none"> • Young Guns: Profiles of Up-and-Coming Industry Leaders • Workforce 	New tools to increase productivity & profitability		Tools & Equipment	New York Build: March 15-16, New York, NY RCI- 31st: March 16-21, Anaheim, CA NERCA: March 29-30, Atlantic City, NJ	
APRIL Ad close: 03/07/17 Materials Due: 03/10/17	<ul style="list-style-type: none"> • Recycling and Sustainability • Green Roofs 	Recycling	Garden Roofs	Vegetative Systems	AIA: April 27-29, Orlando, FL	Product & Literature Showcase
MAY Ad close: 03/31/17 Materials Due: 04/07/17	<ul style="list-style-type: none"> • Safety • Editor's Choice Products 	Fall Protection	OSHA Compliance	Safety Equipment		Software and App Special eBlast
JUNE Ad close: 05/02/17 Materials Due: 05/10/17	<ul style="list-style-type: none"> • Maintenance, Repair & Restoration • Weather, Storm Restoration 	Restoration & Retrofit Projects	Service & Maintenance	Skylights & Daylighting	WSRCA: June 11-13, Las Vegas, NV FRSA: June 22-24, Orlando, FL	Tools & Equipment Special eBlast
JULY Ad close: 06/02/17 Materials Due: 06/09/17	<ul style="list-style-type: none"> • Game Changers: New Tech Case • Studies 	New Technology: Software & Apps		Software & Apps		Case Study: Buy one full, get one full-page FREE advertorial
AUGUST Ad close: 07/05/17 Materials Due: 07/11/17	<ul style="list-style-type: none"> • Top 100 Contractors • Women in Roofing 	Underlayments	Single-Ply	Underlayments		Product & Literature Showcase
SEPTEMBER Ad close: 08/02/17 Materials Due: 08/10/17	<ul style="list-style-type: none"> • Cool Roofs • Solar Applications 	Rooftop Solar	Reflective Coatings	Roof Coatings	Best of Success: TBA	New Products Special eBlast
OCTOBER Ad close: 09/01/17 Materials Due: 09/08/17	<ul style="list-style-type: none"> • Young Guns: Profiles of Up-and-Coming Industry Leaders • Architectural Metal 	Metal Shingles	Standing Seam Metal Roofs	Rollforming Equipment	METALCON: Oct. 18-20, Las Vegas, NV RCI: TBA	What's in Your Truck? Sponsorships
NOVEMBER Ad close: 09/29/17 Materials Due: 10/10/17	<ul style="list-style-type: none"> • Roofing Contractor of the Year • Winter Preparation 	Residential Contractor of the Year	Commercial Contractor of the Year	Adhesives	MRCA: TBA GreenBuild: November 8-10, Boston, MA	Product & Literature Showcase 2018 Calendar Pages
DECEMBER Ad close: 11/01/17 Materials Due: 11/10/17	<ul style="list-style-type: none"> • Best of Success Recap • Buyer's Guide 	Roofing Resource Buyer's Guide Available year-round!			Distributed at 2018 Trade Shows	Free Basic Listing for 2017 advertisers