

Professional Roofing

2010 editorial calendar

	Focus	Bonus Distribution and Extras	Additional Advertising Opportunities	Dates for Space(S) and Materials (M)	
January	Single-ply Roof Systems	<ul style="list-style-type: none"> Chicago Roofing Contractors Association Show: Oak Brook, Ill., Jan. 22-24 	The Roofing Market-place Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: Nov. 18, 2009 M: Dec. 3, 2009
February	Spray Polyurethane Foam Roof Systems	<ul style="list-style-type: none"> Spray Polyurethane Foam Show: Orlando, Fla., Feb. 14-17 	The Roofing Market-place Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: Dec. 22, 2009 M: Jan. 6
March	International Roofing Expo	<ul style="list-style-type: none"> International Roofing Expo: New Orleans, Feb. 22-24 North/East Roofing Contractors Association Show: Boston, Mass., March 17-19 Roof Consultants Institute Show: Orlando, Fla., March 25-30 ISSUE INCLUDES <ul style="list-style-type: none"> International Roofing Expo exhibitor list NRCA's 2010 Annual Convention schedule 	The Roofing Market-place Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: Jan. 14 M: Jan. 28
April	Safety	ISSUE INCLUDES <ul style="list-style-type: none"> Safety Product Spotlight 	The Roofing Market-place Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: Feb. 24 M: March 10
May	Maintenance <div style="border: 1px solid black; padding: 5px;"> SPECIAL INTEREST PUBLICATION <i>Professional Roofing Workers</i> </div>	<ul style="list-style-type: none"> TFM/Construct America Show: Philadelphia, May 12-14 ISSUE INCLUDES <ul style="list-style-type: none"> adRecall™ study by Baxter Research 	The Roofing Market-place Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: March 25 M: April 8
June	Business Management <div style="border: 1px solid black; padding: 5px;"> SPECIAL INTEREST PUBLICATION <i>Professional Roofing ECO</i> </div>	<ul style="list-style-type: none"> Florida Roofing & Sheet Metal Contractors Show: Orlando, Fla., June 17-19 Western States Roofing Contractors Assn. Show: Las Vegas, June 20-23 	The Roofing Market-place Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: April 23 M: May 7

	Focus	Bonus Distribution and Extras	Additional Advertising Opportunities	Dates for Space(S) and Materials (M)	
July	Residential Roof Systems		The Roofing Marketplace Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: May 21 M: June 7
August	Software		The Roofing Marketplace Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: June 28 M: July 12
September	Photovoltaic Roof Systems		The Roofing Marketplace Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: July 23 M: Aug. 6
	NRCA Membership Directory				
October	Metal Roof Systems	<ul style="list-style-type: none"> Midwest Roofing Contractors Association Show: Indianapolis, Oct. 27-29 Solar Power International: Los Angeles, Oct. 12-14 Metalcon International Show: Las Vegas, Oct. 20-22 	The Roofing Marketplace Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: Aug. 19 M: Sept. 2
	SPECIAL INTEREST PUBLICATION <i>Professional Roofing ECO</i>				
November	Polymer-modified Bitumen Roof Systems	<ul style="list-style-type: none"> Greenbuild International Conference & Expo: Chicago, Nov. 16-19 	The Roofing Marketplace Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: Sept. 27 M: Oct. 11
December	Coatings and Adhesives	<p>ISSUE INCLUDES</p> <ul style="list-style-type: none"> adRecall™ study by Baxter Research 	The Roofing Marketplace Web site banners E-News banners Home Page banners Members Only News banner	NRCA Roofing Industry News banner Roofing Industry Product Center Press releases Classified ads	S: Oct. 22 M: Nov. 5