

Professional Roofing

2011
editorial
calendar

	Focus	Bonus Distribution and Extras	Additional Advertising Opportunities	Dates for Space(S) and Materials (M)	
January	Spray Polyurethane Foam Roof Systems	<ul style="list-style-type: none"> Chicago Roofing Contractors Association Show: Oak Brook, Ill., Jan. 20-21 Spray Polyurethane Foam Show: Reno, Nev., Feb. 7-10 	The Roofing Market-place Website 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. 17, 2010 M: Dec. 3, 2010
February	International Roofing Expo	<ul style="list-style-type: none"> International Roofing Expo: Las Vegas, Feb. 16-18 	The Roofing Market-place Website 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. 5, 2011 M: Jan. 19
March	Single-ply Roof Systems	<ul style="list-style-type: none"> North/East Roofing Contractors Association Show: Atlantic City, N.J., March 22-24 RCI Show: Reno, Nev., April 7-12 	The Roofing Market-place Website 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. 26 M: Feb. 7
April	Safety	ISSUE INCLUDES <ul style="list-style-type: none"> Safety Product Spotlight 	The Roofing Market-place Website 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. 25 M: March 10
May	Residential Roof Systems	ISSUE INCLUDES <ul style="list-style-type: none"> adRecall™ study by Baxter Research 	The Roofing Market-place Website 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	Polymer-modified Bitumen Roof Systems	<ul style="list-style-type: none"> Western States Roofing Contractors Association Show: Reno, Nev., June 5-8 Florida Roofing, Sheet Metal and Air Conditioning Contractors Show: Orlando, Fla., June 22-25 	The Roofing Market-place Website 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 25 M: May 9

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July	Equipment, Tools and Accessories		The Roofing Market-place Website 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 31 M: June 13
August	Business Management/ Software	ISSUE INCLUDES • Safety Product Spotlight	The Roofing Market-place Website 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 11
September	Photovoltaic Roof Systems	• TFM/Construct America Show Chicago, Sept. 14-16	The Roofing Market-place Website 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 28 M: Aug. 11
	NRCA Membership Directory				
October	Metal Roof Systems	• Greenbuild International Conference & Expo: Toronto, Oct. 4-6 • Metalcon International Show: Atlanta, Oct. 11-13 • Solar Power International: Dallas, Oct. 17-21 • Midwest Roofing Contractors Association Show: Rosemont, Ill., Oct. 26-28	The Roofing Market-place Website 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. 30 M: Sept. 12
November	Green Roof Systems		The Roofing Market-place Website 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. 26 M: Oct. 10
December	Coatings and Adhesives	ISSUE INCLUDES • adRecall™ study by Baxter Research	The Roofing Market-place Website 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. 25 M: Nov. 8