



# Professional Roofing

*the source for the roofing industry*

## 2012 Editorial Calendar and Media Planner

|          | Media  | Focus                                | Format  | Bonus Distribution and Extras   | Vehicle Detail  | Print Material Due                             | Web Material Due |
|----------|--|--------------------------------------|---|---|---|--|------------------|
| January  | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Spray Polyurethane Foam Roof Systems | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | <ul style="list-style-type: none"> <li>Chicago Roofing Contractors Association Show: Oak Brook, Ill., Jan. 19-20</li> <li>Spray Polyurethane Foam Show: Dallas, Jan. 30-Feb. 2</li> </ul>   | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | Space: Nov. 24, 2011<br>Material: Dec. 8, 2011 | Dec. 23, 2011    |
| February | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | International Roofing Expo           | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | <ul style="list-style-type: none"> <li>International Roofing Expo: Orlando, Fla., Feb. 22-24</li> </ul>   | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | S: Dec. 28<br>M: Jan. 10, 2012                 | Jan. 24, 2012    |
| March    | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Safety                               | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | <ul style="list-style-type: none"> <li>RCI Show: Dallas, March 15-20</li> <li>North/East Roofing Contractors Association Show: Mashantucket, Conn., March 20-22</li> </ul>  | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | S: Jan. 25<br>M: Feb. 7                        | Feb. 23          |
| April    | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Software                             | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other |   | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | S: Feb. 28<br>M: March 12                      | March 26         |
| May      | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Single-ply Roof Systems              | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | ISSUE INCLUDES<br><ul style="list-style-type: none"> <li>adRecall™ study by Baxter Research</li> </ul>  | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | S: March 26<br>M: April 9                      | April 24         |
| June     | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Residential Roof Systems             | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | <ul style="list-style-type: none"> <li>Western States Roofing Contractors Association Show: Las Vegas, June 24-26</li> <li>Florida Roofing, Sheet Metal and Air Conditioning Contractors Show: Orlando, Fla., June 27-30</li> </ul> | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | S: April 24<br>M: May 7                        | May 25           |



# Professional Roofing

*the source for the roofing industry*

## 2012 Editorial Calendar and Media Planner

|           | Media  | Focus  | Format  | Bonus Distribution and Extras   | Vehicle Detail  | Print Material Due               | Web Material Due |
|-----------|--|--|---|---|---|----------------------------------|------------------|
| July      | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Polymer-modified Bitumen Roof Systems                  | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other |   | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | Space: May 29<br>Media: June 8   | June 25          |
| August    | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Coatings and Adhesives                                 | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | ISSUE INCLUDES<br>• Safety Product Spotlight  | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | Space: June 26<br>Media: July 9  | July 25          |
| September | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Photovoltaic Roof Systems<br>NRCA Membership Directory | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | • Solar Power International<br>Orlando, Fla., Sept. 10-13   | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | Space: July 27<br>Media: Aug. 9  | Aug. 24          |
| October   | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Metal Roof Systems                                     | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | • Metalcon International Show:<br>Chicago, Oct. 9-11<br>• Midwest Roofing Contractors Association Show:<br>Date TBD | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | Space: Aug. 23<br>Media: Sept. 6 | Sept. 24         |
| November  | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Green Roof Systems                                     | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | • Greenbuild International Conference & Expo.<br>San Francisco, Cal., Nov. 14-16                                    | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | Space: Sept. 25<br>Media: Oct. 9 | Oct. 25          |
| December  | <input type="checkbox"/> Professional Roofing<br><input type="checkbox"/> NRCA<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____<br><input type="checkbox"/> _____ | Coatings and Adhesives                                 | <input type="checkbox"/> Print<br><input type="checkbox"/> Web<br><input type="checkbox"/> Electronic<br><input type="checkbox"/> Other | ISSUE INCLUDES<br>• adRecall™ study by Baxter Research  | Display Ad _____<br>Web _____<br>Newsletter _____<br>Class Ad _____<br>Press Release _____<br>Product Spotlight _____ | Space: Oct. 24<br>Media: Nov. 7  | Nov. 21          |