# 2020 MEDIA PLANNING GUIDE

<table>
<thead>
<tr>
<th>MAGAZINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000 PRINT &amp; DIGITAL*</td>
</tr>
<tr>
<td>WEBSITE</td>
</tr>
<tr>
<td>65,459 PAGEVIEWS*</td>
</tr>
<tr>
<td>41,850 SESSIONS*</td>
</tr>
<tr>
<td>35,535 AVERAGE USERS*</td>
</tr>
<tr>
<td>eNEWSLETTER</td>
</tr>
<tr>
<td>16,186 RC ENEWS*</td>
</tr>
<tr>
<td>SOCIAL</td>
</tr>
<tr>
<td>17,643 TWITTER*</td>
</tr>
<tr>
<td>5,747 FACEBOOK*</td>
</tr>
<tr>
<td>12,149 LINKEDIN*</td>
</tr>
<tr>
<td>BEST OF SUCCESS</td>
</tr>
<tr>
<td>550 TOTAL ATTENDEES^</td>
</tr>
</tbody>
</table>

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*June 2019 BPA Brand Report (20,791 print + 4,209 digital)
^Media Owner’s Data
**EDITORIAL SCOPE**

*ROOFING CONTRACTOR IS THE PREMIER MAGAZINE FOR ROOFING CONTRACTORS.*

Each month relevant information covering the latest trends in the roofing industry, safety, business and legal concerns are addressed. Our editorial reaches a national audience and covers all aspects of residential, commercial, industrial and institutional roofing.

**EDITORIAL STAFF**

The magazine’s editorial staff, which includes its many columnists, covers industry events more thoroughly than any other publication serving the roofing trade.

**ART AISNER**  **EDITOR**  
248.244.6497  
AisnerA@bnpmedia.com  
Art has spent virtually his entire career connecting people, communities and businesses through vibrant storytelling and compelling content creation across multiple media platforms. He aims for fair and comprehensive coverage of the industry and to tell the best stories in roofing, period.

**CHRISTOPHER GRAY**  **MANAGING EDITOR**  
248.244.6498  
GrayC@bnpmedia.com  
Chris Gray has thrived as a professional writer since 2006, working in the fields of journalism and copywriting. He is a talented writer and editor who is new to the roofing industry and eager to learn all about the trade. Chris has a strong background in writing for marketing and news publications, and creating engaging content for digital audiences. He is a graduate of Wayne State University in Detroit and continues to reside in the Metro-Detroit area.

**RICK DAMATO**  **EDITORIAL DIRECTOR**  
770.246.3448  
RickDamato@yahoo.com  
Rick Damato is a roofing industry veteran of 45 years working on the equipment and wholesale distribution side of the trade. Along the way he assisted the founding publisher of Roofing Contractor magazine’s in the beginning stages of the publication and has served in a variety of editorial positions along the way. Though officially retired from the roofing business, he’s still actively involved in several key organizations in the industry and helps set the editorial direction of the RC brand.

**CONTRIBUTORS**

**MEASURING UP**
Monroe Porter offers business management advice geared specifically to roofing contractors.

**LEGALLY SPEAKING**
Labor and employment lawyer Richard Alaniz examines the legal ramifications of business strategies.

**SAFETY ADVICE**
Chip Macdonald of Best Safety LLC offers expert commentary on all facets of safety including training, regulations and project management.

**TECHNICAL DETAILS**
Roof consultant John D’Annunzio, president of Paragon Roofing Technology, dives into technical aspects of roof design, installation and testing.

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**REACH THE ENTIRE ROOFING CONTRACTOR COMMUNITY BY ADVERTISING IN ALL OF OUR PLATFORMS.**

**BUSINESS INVOLVEMENT**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>62.2%</td>
</tr>
<tr>
<td>Commercial</td>
<td>19.7%</td>
</tr>
<tr>
<td>Both</td>
<td>18.1%</td>
</tr>
</tbody>
</table>

**eNEWS/MAGAZINE CROSSES**

<table>
<thead>
<tr>
<th>Type</th>
<th>Recipients</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16,186*</td>
<td>25,000*</td>
</tr>
<tr>
<td>eNews*</td>
<td>6,882*</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30% OF MAGAZINE SUBSCRIBERS ALSO RECEIVE THE ENEWSLETTER*

**SUBSCRIBERS BY BUSINESS/INDUSTRY**

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roofing Contractor Firm</td>
<td>23,876*</td>
</tr>
<tr>
<td>Other Contracting Firm</td>
<td>211*</td>
</tr>
<tr>
<td>Distributor/Wholesaler</td>
<td>913*</td>
</tr>
</tbody>
</table>

*June 2019 BPA Brand Report  ^Media Owner’s Data
### Product Purchase Involvement*

<table>
<thead>
<tr>
<th>Material</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Ply</td>
<td>78%</td>
</tr>
<tr>
<td>Metal</td>
<td>74%</td>
</tr>
<tr>
<td>Shingles</td>
<td>65%</td>
</tr>
<tr>
<td>Waterproofing</td>
<td>56%</td>
</tr>
<tr>
<td>Modified Bitumen</td>
<td>54%</td>
</tr>
<tr>
<td>Elastomeric</td>
<td>46%</td>
</tr>
<tr>
<td>BUR</td>
<td>44%</td>
</tr>
<tr>
<td>Tile</td>
<td>44%</td>
</tr>
<tr>
<td>Shakes</td>
<td>41%</td>
</tr>
<tr>
<td>Slate</td>
<td>41%</td>
</tr>
<tr>
<td>Bitumen</td>
<td>41%</td>
</tr>
<tr>
<td>Concrete</td>
<td>31%</td>
</tr>
<tr>
<td>Spray Polyurethane Foam</td>
<td>30%</td>
</tr>
</tbody>
</table>

### Actions Taken after Viewing Ads*

- 69% Visited Advertiser’s Website
- 52% Passed Along The Information To Someone Else
- 43% Requested Additional Info Directly from Advertiser
- 80% Sought Out More Info Via An Internet Search

92% take action as a result of advertisements in *Roofing Contractor.*

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*Roofing Contractor 2019 Reader/Preference Profile Study*
# 2020 Print & Digital Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
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<tbody>
<tr>
<td>Ad Close: 12.2.19</td>
<td>Ad Close: 12.23.19</td>
<td>Ad Close: 1.29.20</td>
<td>Ad Close: 3.3.20</td>
<td>Ad Close: 4.2.20</td>
<td>Ad Close: 5.1.20</td>
</tr>
<tr>
<td>Materials Due: 12.6.19</td>
<td>Materials Due: 1.3.20</td>
<td>Materials Due: 2.6.20</td>
<td>Materials Due: 3.6.20</td>
<td>Materials Due: 4.6.20</td>
<td>Materials Due: 5.6.20</td>
</tr>
</tbody>
</table>

### Print Issue Themes
- **Residential Topic**
  - Winter Maintenance
  - IRE Preview
- **Commercial Topic**
  - Architectural Shingles
  - Single-Ply details

### Residential Topic
- Winter Maintenance
- IRE Preview

### Commercial Topic
- Architectural Shingles
- Single-Ply details

### Product Focus
- **Architectural Shingles**
- Ventilation Products
- New Tools & Equipment
- Cool Roofs / Vegetative systems
- Safety Equipment
- Storm Preparation Products

### Digital Opportunities/Webinars
- Digital Edition Sponsorship
- Editorial Infographic: Commercial Roofing Trends
- IRE eDailies
- State of the Industry
- Focus On eblast: Roofing Certification Programs
- Digital Edition Sponsorship
- Focus On eblast: Ventilation Update
- Software and Apps Special eBlast
- Webinar: Storm Preparedness

### eNews Deployments
- **SPRI**
  - Jan. 10-12
  - Clearwater, Fla.
- **CRCA**
  - Jan. 15-17
  - Chicago, Ill.
- **NAHB IBS**
  - Jan. 21-23
  - Las Vegas
- **IRE**
  - Feb. 4-6
  - Dallas
  - Sprayfoam Show
  - Feb. 11-14
  - Pasadena, Calif.
  - Win the Storm
  - Feb. 20-22
  - Phoenix, Ariz.
- **IIIEBEC** (formerly RCI)
  - March 26-31
  - Houston, Texas
- **NERCA**
  - March 17-19
  - Atlantic City, NJ
- **Roofing Day III**
  - April 21-22
  - Washington, D.C.
- **AIA**
  - May 14-16
  - Los Angeles
- **WSRCA**
  - June 7
  - Las Vegas

### Bonus Distribution
- **SPRI**
- **CRCA**
- **NAHB IBS**

### Advertising Specials
- **Manufacturers Spotlight**
- IRE Show Dailies
- Product and Literature Showcase
- **Product and Literature Showcase**

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**PRINT ISSUE THEMES**
- Winter Maintenance
- IRE Preview

**RESIDENTIAL TOPIC**
- Architectural Shingles
- Single-Ply details

**COMMERCIAL TOPIC**
- Official IRE Show Issue
- State of the Industry Report
- Attic Ventilation
- Cover Boards

**PRODUCT FOCUS**
- Architectural Shingles
- Ventilation Products
- New Tools & Equipment
- Cool Roofs / Vegetative systems
- Safety Equipment
- Storm Preparation Products

**DIGITAL OPPORTUNITIES/WEBINARS**
- Digital Edition Sponsorship
- Editorial Infographic: Commercial Roofing Trends
- IRE eDailies
- State of the Industry
- Focus On eblast: Roofing Certification Programs
- Digital Edition Sponsorship
- Focus On eblast: Ventilation Update
- Software and Apps Special eBlast
- Webinar: Storm Preparedness

**ENEWS DEPLOYMENTS**
- **Jan. 9 Jan. 23**
- **Feb. 4-6 (IRE eDailies) Feb. 20**
- **March 12 March 26**
- **April 9 April 23**
- **May 7 May 28**
- **June 7 June 25**

**BONUS DISTRIBUTION**
- **SPRI**
  - Jan. 10-12
  - Clearwater, Fla.
- **CRCA**
  - Jan. 15-17
  - Chicago, Ill.
- **NAHB IBS**
  - Jan. 21-23
  - Las Vegas

**ADVERTISING SPECIALS**
- **Manufacturers Spotlight**
- IRE Show Dailies
- Product and Literature Showcase
- Product and Literature Showcase
# 2020 Print & Digital Editorial Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Ad Close</th>
<th>Materials Due</th>
<th>PRINT ISSUE THEMES</th>
<th>COMMERCIAL TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>JULY</td>
<td>6.2.20</td>
<td>6.5.20</td>
<td>• Technology – Drones, Software, 3-D visualization</td>
<td>RESIDENTIAL TOPIC: New Technology–Software and Apps</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Top 100 List</td>
<td>RESIDENTIAL TOPIC: Underlayments</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Back-to-School</td>
<td>COMMERCIAL TOPIC: Single-Ply</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>9.1.20</td>
<td>9.8.20</td>
<td>• Women to Watch in Roofing</td>
<td>• Contractor Road to the Year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Best of Success, Coatings</td>
<td>• Roofers Helping Veterans</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10.1.20</td>
<td>10.7.20</td>
<td>• Fall Cleanup, Winter Maintenance Prep.</td>
<td>• Residential Roofing Contractor of the Year</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>10.30.20</td>
<td>11.6.20</td>
<td>• Metal Roofing</td>
<td>• Commercial Roofing Report</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Solar Series</td>
<td>• Best of Success recap/cover</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>SPECIAL SECTION:</strong> Coatings</td>
<td>• Buyer’s Guide</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• IRE Preview</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRODUCT FOCUS</th>
<th>Software and Apps</th>
<th>Underlayments</th>
<th>Reflective Coatings, Metal Coatings</th>
<th>Rollforming Equipment or Winter maintenance?</th>
<th>Adhesives</th>
<th>Roofing Resource Buyer’s Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENEWS/WEBINARS</td>
<td>July 9</td>
<td>July 23</td>
<td>Aug. 6</td>
<td>Aug. 20</td>
<td>Sept. 3</td>
<td>Sept. 24</td>
</tr>
<tr>
<td>BONUS DISTRIBUTION</td>
<td>FRSA</td>
<td>July 15-17</td>
<td>Kissimmee, Fla.</td>
<td>BOS 2020</td>
<td>The Omni Star, Frisco, Texas</td>
<td>Metalcon</td>
</tr>
<tr>
<td>ADVERTISING SPECIALS</td>
<td>CASE STUDY</td>
<td>PRODUCT AND LITERATURE SHOWCASE</td>
<td>PRODUCT AND LITERATURE SHOWCASE</td>
<td>ROOFING RESOURCE BASIC LISTING</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ADVERTISING HIGHLIGHTS

> JANUARY
MANUFACTURERS SPOTLIGHT
Run a full-page advertisement in the January issue and receive a FREE page to profile your company’s products, services and more. Includes a headline, a four-color photo and 500 words.

> FEBRUARY
OFFICIAL SHOW PUBLICATION OF IRE/IRE SHOW DAILY – IRE DAILIES
IRE 2020: Feb. 4-6, Dallas, Texas. Showcase your company or product to over 9,000* International Roofing Expo attendees and exhibitors, as well as 25,000* Roofing Contractor subscribers.

PRODUCT AND LITERATURE SHOWCASE
Highlight your product or catalog item in a 1/8-page, 4-C space.

> MARCH
YOUNG GUNS
Young Guns is a profile of up-and-coming roofing professionals. Contractors in their 20s and 30s will share their insights on new technologies and cutting-edge marketing and business strategies.

> APRIL
SUSTAINABILITY ISSUE
Recycling, sustainability and garden roofs — now a significant industry focus.

PRODUCT AND LITERATURE SHOWCASE
Highlight your product or catalog item in a 1/8-page, 4-C space.

> MAY
EDITOR’S CHOICE
RC’s editorial team highlights some of the new products and services that could have an impact on the industry.

SOFTWARE AND APPS SPECIAL EBLAST
Showcase your company’s app that the roofing community needs to be aware of. eBlasted to subscribers.

> JUNE
WESTERN STATES SHOW ISSUE
June 7-9, Las Vegas
TOOLS AND EQUIPMENT SPECIAL EBLAST
Showcase your company’s tools and equipment in print, in our eNewsletter and eBlasted to subscribers.

> JULY
CASE STUDIES
Buy a full-page ad in the July issue, and you’ll get a FREE Case Study next to your ad. Give detail for purchasing decisions, support the selling points or highlight your company’s success stories!

FRSA ISSUE
July 15-17, Kissimmee, FL

> AUGUST
TOP 100
The Top 100 Roofing Contractors List Issue is one of our most high-profile issues. Include an ad to congratulate your customers listed in the Top 100.

PRODUCT AND LITERATURE SHOWCASE
Highlight your product or catalog item in a 1/8-page, 4-C space.

> SEPTEMBER
BEST OF SUCCESS
Sponsor the conference giving contractors real world business tips. Includes a full-page ad in the Handbook given to all attendees.

NEW PRODUCTS SPECIAL EBLAST
Showcase your company’s new products. eBlasted to subscribers.

> OCTOBER
WHAT’S IN YOUR TRUCK?
We’re taking a look at what is and what should be in every roofing contractor’s truck to get the job done.

> NOVEMBER
ROOFING CONTRACTOR OF THE YEAR
The Roofing Contractor of the Year is profiled in our November issue. Nominate a contractor that employs industry best practices, takes care of its employees and excels at quality workmanship and customer satisfaction.

PRODUCT AND LITERATURE SHOWCASE
Highlight your product or catalog item in a 1/8-page, 4-C space.

2021 TRADE SHOW CALENDAR POLYBAGGED
Each month a favorite industry company will be showcased with a full page ad at the top of the page and trade show dates listed within the actual calendar. Below the calendar, logos for all participating companies will be listed on every page.

> DECEMBER
ROOFING RESOURCE
Our annual Buyers Guide — referenced year-round.
roofing contractor.com/roofingresource
FREE BASIC LISTING FOR 2020 DISPLAY ADVERTISERS

*June 2019 BPA Brand Report (20,791 print + 4,209 digital)  ^Media Owner’s Data
2020 INTERNATIONAL ROOFING EXPO
February 4-6, Dallas

Our Show Dailies and eShow Dailies are the best way to take your industry presence a step further at IRE. Use all three platforms to deliver your message to 25,000* Roofing Contractor subscribers and more than 9,000 show registrants!**

ONSITE SHOW DAILIES
Two official International Roofing Expo Show Dailies will be published during IRE 2020.

AD CLOSE DATE: JAN. 6

IRE SPECIAL PRODUCT SECTION
1/8 page ads (supply 4.125” x 2.5” ad or submit 75 words, image and contact information) $875 net

eDAILIES
AD CLOSE DATE: JAN. 14
The Onsite eShow Daily eBlasts all three mornings during IRE to both Roofing Contractor subscribers and show registrants.

ONSITE SHOW DAILIES
Two official International Roofing Expo Show Dailies will be published during IRE 2020.

AD CLOSE DATE: JAN. 6

IRE SPECIAL PRODUCT SECTION
1/8 page ads (supply 4.125” x 2.5” ad or submit 75 words, image and contact information) $875 net

TICKET TO THE SHOW - THE POCKET GUIDE
AD CLOSE DATE: NOV. 9
Includes Pre-Show coverage, tipped into the January Issue of Roofing Contractor, distribution at the Show.

LOOKING FOR MORE?
PR
Exhibiting at IRE? Send us a 50-word write-up, a photo and your booth number and, as space permits, we will include it in our Show Daily Product Roundup. Send product releases to Editor Art Aisner (aisnera@bnpmedia.com) or call 248-244-6497 for more information. The deadline for entries is Jan. 10, 2020.

IRE VIDEO OPPORTUNITIES
We shoot, edit and eBlast post-show to 10,000** subscribers. Custom booth tour video (2-3 minutes): $4,115 net Custom one-question product/news video (1-2 minutes): $3,085 net Supplied 2-minute video: $2,995 net

*June 2019 BPA Brand Report (20,791 print + 4,209 digital) **Publisher’s Own Data (show dailies distribution not audited by BPA Worldwide)
**PRODUCT SOLUTIONS**

**SNEAK PEEK eBLAST**
Sponsor an upcoming Roofing Contractor editorial publication with a Sneak Peek eBlast, showcasing your ads to help maximize visibility with our audience. Sneak Peeks include a link to the upcoming article on roofingcontractor.com, and the content is all coming from RC.

**MUST SEE eBLAST**
Showcase your company’s product and/or services with a Must See eBlast targeting industry professionals.

**EXCLUSIVE**

**MULTI-SPONSORED**

**PRODUCT SHOWCASE eBLAST**
- Apps and Technology featured in May
- Tools and Equipment featuring in June
- New Products featured in September
- 50-100 words, 1 photo, URL
*Must include BNP Media content.*

**8 Roofing Contractor eNEWS**
As a trusted resource for professionals, eNewsletters are an ideal place to promote products and services to drive traffic to your site, generate sales and build awareness for your brand.

**EXCLUSIVE**

**16,186 average recipients**

**YOUR AD**

**3,064 average unique opens**

**YOUR AD**

**MULTI-SPONSORED**

**YOUR PRODUCT**

**YOUR LOGO**

**YOUR PRODUCT**

**YOUR LOGO**

**16,186 average recipients**

**YOUR AD**

**3,064 average unique opens**

**YOUR AD**

**YOUR LOGO**

**YOUR LOGO**

**YOUR AD**

**YOUR LOGO**

**205 average unique clicks**

**YOUR LOGO**

**298 average unique clicks**

**SNEAK PEEK eBLAST**
Sponsor an upcoming Roofing Contractor editorial publication with a Sneak Peek eBlast, showcasing your ads to help maximize visibility with our audience. Sneak Peeks include a link to the upcoming article on roofingcontractor.com, and the content is all coming from RC.

*Media Owner's Data — Results will vary.

*June 2019 BPA Brand Report (20,791 print + 4,209 digital)*
VIDEO SPOTLIGHT

A Video Spotlight is a great way to showcase your own video(s). This eBlast also includes your company logo, headline and 50-word description for increased brand exposure that runs alongside some content from Roofing Contractor.

*Media Owner’s Data — Results will vary.

MULTI-SPONSORED VIDEO SPOTLIGHT eBLAST

QUIZ eBLAST

Sponsor an eBlast promoting an industry quiz including some content from Roofing Contractor, housed on roofingcontractor.com. Quiz eBlasts facilitate a different type of engagement by surveying the audience and learning more about their opinions.

ADVANCED MARKETING SOLUTIONS

Looking to take your marketing efforts to the next level? Leverage our advanced capabilities to directly impact the bottom line by aligning your marketing needs with your sales strategies.

Opportunities include:
1. Generating Sales-Qualified Leads
2. Growing your marketing reach
3. Feeding leads directly into your CRM
4. And MORE!

FOCUS ON eBLAST

Position your company as a thought leader and showcase articles on one specific industry topic with a Focus On eBlast. Focus On eBlasts allow you to place yourself among our trusted editorial content.

CUSTOM eNEWS

Custom eNewsletters help you market your own proprietary or industry-related editorial or educational-based content. Or send readers an eNewsletter containing a brief description of your eBook, white paper, or digital supplement, providing direct access to your content. All Custom eNewsletters are co-branded with RC to increase deliverability, views and clicks.

LEAD GENERATION SOLUTIONS

EXCLUSIVE

330 average unique clicks*

720 average unique clicks*

254 average unique clicks*
ONLINE AND VIDEO SOLUTIONS

WEBSITE ADVERTISING
Online Display Ads are an effective way to brand your company.

WEBSITE ADS & SIZES

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DESKTOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Rectangle Ad</td>
<td>180 x 150</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

NATIVE ADVERTISING
Build thought leadership for your brand! Publish your high quality, non-commercial content alongside our trusted editorial online, in our eNewsletter and on our social media. Your editorial labeled as “Sponsored Content” appears on the following Roofing Contractor channels:

- Website Content Page for 6 Months (includes your ads)
- Featured on roofingcontractor.com & ROS (one month)
- eNewsletter Content Box Ad (leads available)
- Social Media Promotion

RETARGETING
Expand your impressions and reach to roofingcontractor.com visitors as they move around the web! Retargeting tracks our website browsers and then displays your ads to them as they travel to other websites.

VIDEOS
With Roofing Contractor videos, we not only produce high quality, professional videos but we create a customized marketing strategy to get your video message in front of thousands of qualified buyers. Videos are promoted in eNewsletters, Social Media, Brand Websites, and Digital Editions.

Video opportunities include: Case Study, Product Demo/How-To, Booth/Event Coverage, Pre-Roll Editorial Sponsorship and more!
CLEAR SEAS RESEARCH

Need marketing research for more informed decision making? Contact your industry-focused market research partner today to gain insights into your complex business questions.

248-786-1619 | info@clearseasresearch.com
clearseasresearch.com

MYCLEAROPINION

Need high quality B2B research respondents? myCLEARopinion Panel specializes in B2B skilled industry sample, providing access to executives, decision makers, and experienced industry professionals.

248-633-4930 | info@myclearopinion.com
clearopinionpanel.com

EXCLUSIVE WEBINARS

Webinars are a great way to showcase your knowledge and expertise on industry related topics - giving attendees the information they need all while you collect Roofing Contractor AVERAGE leads. Webinar types include:

- Editorial: Content created and moderated by RC's editorial team
- Sponsored: Content provided and presented by you, the sponsor
- CEU: Editorial or sponsored content with CE credits available

Sponsored CEU: Content provided and presented by the sponsor, with CE credits available!

INTERACTIVE DIGITAL DEPLOYMENTS

Unlike traditional press releases, Interactive Digital Deployments fuse the creative and storytelling aspects of advertising in an engaging, interactive experience that is promoted to a targeted email list of industry professionals. They include: Interactive Product Spotlights (IPS), Editorial Infographics, and Conversion Infographics.

NEW CONTENT AS A SERVICE

Roofing Contractor can help you create fresh, industry-relevant assets such as articles, white papers, case studies and more for all of your marketing needs (print & digital). This valuable content can be generated with your timeline in mind, equipping your company with the editorial and publishing resources needed so you can continue to do what you do best.

CLASSIFIED ADS

Classified ads are sized by column inch. Width can be 1, 2 or 3 columns. Height can be 1 inch up to 8 inches. Each column is 2.25 inches wide.

- **Ad A**: 1 column x 2 inches tall
- **Ad B**: 1 column x 3 inches tall
- **Ad C**: 1 column x 4 inches tall
- **Ad D**: 2 columns x 2 inches tall
- **Ad E**: 2 columns x 3 inches tall

CONTACT KAREN MCCONNELL FOR ALL YOUR CLASSIFIED NEEDS

Classified Sales Manager
248.833.7321 • McconnellK@bnpmmedia.com
Roofing Contractor offers a BPA-verified audience circulation of 25,000* roofing contractors, distributors, wholesalers and other industry professionals. Roofing Contractor strongly believes in audited circulation — that’s why we invest in a BPA Brand Report — so you can buy ALL advertising with confidence.

Place your ad in the industry publication that you KNOW will provide you with a verified audience.

*June 2019 BPA Brand Report (20,791 print + 4,209 digital)

DIGITAL EDITION

Digital editions are versions of the print issue, with added interactivity such as clickable web links. Digital editions are deployed via email and posted to Roofing Contractor’s website for one year, opening your ad up to an audience of potential buyers. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation to your ad.

SISTER PUBLICATION OPPORTUNITIES

Building Enclosure is proud to be the only educational resource that deals with the technical aspects of building enclosure design. BE covers commercial, multifamily, industrial and institutional applications both above and below grade. Building Enclosure’s platforms reach a national audience of architects, engineers, consultants and designers, as well as building owners and facility managers. Ask about additional advertising opportunities in Building Enclosure’s Digital Edition, weekly eNews, monthly CEU Webinars and BE University housed buildingenclosureonline.com for 12 months!