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.

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.

ONSITE SHOW DAILIES

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)