

## 2020 INTERNATIONAL ROOFING EXPO February 4-6, Dallas

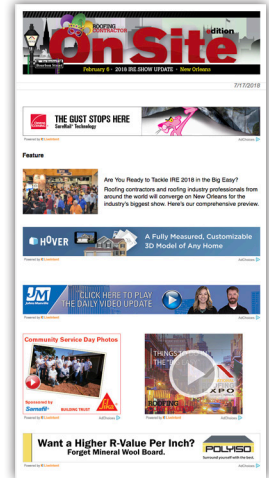
Our Show Dailies and eShow Dailies are the best way to take your industry presence a step further at IRE. Use all three platforms to deliver your message to 25,000\* Roofing Contractor subscribers and more than 9,000 show registrants! \*\*



### 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)