DIGITAL SHOW GUIDE ADS

The NEW Digital Show Guide is a resource for industry professionals attending or considering attending. It provides an overview of the show's programs and events, exhibitor lists, show floor plan, new product introductions, destination information, articles, and more.

The digital guide will be published four times, three times before the show, and a final version for the show. Purchasing a digital show guide ad includes up to four (4) ad insertions.

Each version of the digital show guide will be emailed to attendees and prospects, posted to the IRE website, and promoted on social media. The final version will be available in the IRE mobile app.

You can choose to enhance your full-page or half-page digital ad by adding:

- Links to your website or email address
- Links to your social media channels
- Video overlaid on the static artwork

VIEW SAMPLE AD

Digital Show Guide Publishing Schedule

May 5th	June 7th
July 13th	August 9th

(Publishing dates are subject to change.)

ADVERTISING OPTIONS

Front Cover Note, 3" x 3" *(Exclusive)* $6,800

Opposite Front Cover Ad *(Exclusive)* $4,600

Inside Front Cover Ad *(Exclusive)* $4,350

Opposite Table of Contents Ad *(Exclusive)* $4,350

Full-Page Ad, Page 3 *(Exclusive)* $4,350

Full-Page Ad $3,150

Half-Page Ad (Horizontal or Vertical) $1,900

Quarter-Page Ad $1,200

Program Category Ad, 2" x 2" $525

Sponsor a product category and receive top billing

Exhibitor Listing Logo $470

Your company logo will appear next to your company name in the exhibitor listing.

To reserve your digital show guide ads today, please contact your Account Executive or contact us at **sales@theroofingexpo.com**.