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 prior to the show and a final version for show site. **Purchasing of a digital show guide ad includes up to four 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
- Video player embedded on top of artwork
- Captions to images that expand with additional details
- Social media icons that link to your accounts

VIEW SAMPLE AD

Digital Show Guide Publishing Schedule

March 23rd	May 4th
June 29th	August 9th

(Publishing dates are subject to change.)

ADVERTISING OPTIONS

Front Cover Note, 3" x 3"	$6,800
Back Cover Ad	$4,600
Inside Back Cover Ad	$4,350
Inside Front Cover Ad	$4,350
Full-Page Ad, Page 1	$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

Company logo appears 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**.