

2021 Editorial Opportunities

| Month | Editorial | RLW Topic | Forum Question |
|-----------|-------------------------|--|--|
| January | Marketing Plan | Building a marketing plan | How important is your marketing plan for your business? |
| February | Virtual Tradeshow Tips | How to make the most of virtual trade shows | What is your virtual tradeshow strategy for your business? |
| March | Advocacy | What is Roofing Day? | What issues do you want discussed at Roofing Day in DC? |
| April | Employee Benefits | What benefits are important | What unique or new benefits do you offer for your employees? If so, how? |
| May | Customer Reviews | Why are negative reviews good? | How do you handle reviews? |
| June | New Technology | How to evaluate new tech | What makes you try new tech? |
| July | Customer Portals | Do you provide customer portals? | How has your experience with portals been? |
| August | Distribution | How to partner with distribution for larger success | How to utilize distributors better |
| September | Service and Maintenance | How to sell service plans | What is your strategy for including inspections in your roofing contracts? |
| October | Recruitment | How to find good employees | What programs do you have for finding new hires? |
| November | Charitable Giving | Ideas on engaging your employees with company giving | What do you do to help employees give back? |
| December | Growth Strategies | Diversifying your business | How do you plan on growing your business in 2022? |

These are ongoing editorial opportunities for advertisers in the Good, Better and Best programs. RLW – Read Listen Watch sponsorship opportunities are also available for the above topics. Content is due on the 1st of each month for the upcoming month's blogs.

