



Advertiser Calendar

The editorial calendar provided below is a guide to help you plan your advertising schedule.

January	Ad Closing: 12/4/09	Materials Due: 12/11/09			
Issue Emphasis					
February	Ad Closing: 1/4/10	Materials Due: 1/11/10			
Issue Emphasis					

March

Ad Closing: 2/5/10 Materials Due: 2/12/10

Issue Emphasis

- Bus, Motorcoach & Charter Issue
- Travel, Tours & Sporting Events
- Weddings

April

Ad Closing: 3/5/10 Materials Due: 3/12/10

Issue Emphasis

- Technology Issue (Social Media, Websites, Online Portals and Reservations)
- Niche Marketing (Winery Tours)

May

Ad Closing: 4/5/10 Materials Due: 4/12/10

Issue Emphasis

- Affiliate & Referral Issue

June

Ad Closing: 5/5/10 Materials Due: 5/12/10

Issue Emphasis

- Anniversary Issue
- Insurance
- Women in the Industry

July

Ad Closing: 6/4/10 Materials Due: 6/11/10

Issue Emphasis

- Annual Buyer's Guide & Industry Source Book

August

Ad Closing: 7/6/10 Materials Due: 7/13/10

Issue Emphasis

- Corporate Travel Issue
- International Focus

September

Ad Closing: 8/6/10 Materials Due: 8/13/10

Issue Emphasis

- Vehicle Maintenance
- Holiday Marketing

October

Ad Closing: 9/3/10 Materials Due: 9/10/10

Issue Emphasis

- 2010 Pre-Show Issue
- Charity & Philanthropy

November

Ad Closing: 10/5/10 Materials Due: 10/12/10

Issue Emphasis

- 2010 Show Issue
- Hall of Fame Inductees

December

Ad Closing: 11/5/10 Materials Due: 11/12/10

Issue Emphasis

- Insurance Issue
- Technology Focus (GPS, Products & Gadgets)

Calendar is subject to change.