

EDITORIAL CALENDAR

AUDIENCE DEMOGRAPHICS	PURCHASING POWER	EDITORIAL CALENDAR	VALUE-ADDED	PRINT	ASUMAG.COM	SCHOOLDDESIGNS.COM	
ONLINE BUYERS' GUIDE	EMAIL MARKETING	LEAD GENERATION	MARKETING SERVICES	PUBLIC INFRASTRUCTURE GROUP	CONTACTS	RATE CARD	PRODUCTION SPECS

ISSUE	COVER STORY	FEATURES	INSIDE/KNOWLEDGE CENTER	CONSTRUCTION ZONE	SPECIAL SUPPLEMENT/SECTION	VALUE-ADDED/BONUS DISTRIBUTION
JANUARY CLOSING DATE: DEC. 1, 2011	Outlook 2012. In-depth analysis of what's ahead for education facilities and business operations in 2012 and beyond. Including commentary on Construction Trends; Education Funding; Energy Management; Enrollment Projections; Maintenance and Operations; Security; Sustainability Initiatives; Technology and more.					<ul style="list-style-type: none"> • FREE Value-Added: Product Spotlight (see promotion sheet); First Monday Product Email Newsletter; Education Bond Alert leads; 1/4-page 4-color Marketplace Ad
FEBRUARY CLOSING DATE: JAN. 1, 2012	<ul style="list-style-type: none"> • Sustainable/Green Schools: A status report on the progress of creating, building and operating green education facilities, and new opportunities in sustainability that can benefit schools and universities. 	<ul style="list-style-type: none"> • Furniture/Furnishings. • Energy/Indoor Air Quality. • Maintenance & Operations. 	<ul style="list-style-type: none"> • Inside: Technology. • Knowledge Center: Emergency/Crisis Communications. 	<ul style="list-style-type: none"> • Recreation/Physical Education Facilities. 	<ul style="list-style-type: none"> • School Security—Strategies to better protect students, staff and facilities. 	<ul style="list-style-type: none"> • Bonus Distribution: NFM&T • FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; 1/4-page 4-color Marketplace Ad; Free Targeted Mailing to Facilities, Maintenance & Operations Directors; Security Product Solutions Email Newsletter
MARCH CLOSING DATE: FEB. 1, 2012	<ul style="list-style-type: none"> • Technology's Impact on Education, and how it is Transforming Facilities and the Classroom. 	<ul style="list-style-type: none"> • Security/Life Safety. • Washrooms/Locker Rooms. • Flooring/Carpeting. 	<ul style="list-style-type: none"> • Inside: Bond Issues/Funding. • Knowledge Center: Energy Management. 	<ul style="list-style-type: none"> • Upgrades/Retrofits. 	<ul style="list-style-type: none"> • GREEN Schools & Universities—Strategies to create, operate and maintain sustainable, high-performance facilities. 	<ul style="list-style-type: none"> • FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; 1/4-page 4-color Marketplace Ad; GREEN Product Solutions Email Newsletter
APRIL CLOSING DATE: MARCH 1, 2012	<ul style="list-style-type: none"> • Security: How education institutions are balancing cost and privacy concerns with new technologies and systems to deter, prevent and respond to threats. 	<ul style="list-style-type: none"> • Windows/Daylighting. • Energy/HVAC. • Maintenance & Operations. • Roofing. 	<ul style="list-style-type: none"> • Inside: Sustainability. • Knowledge Center: Lighting. 	<ul style="list-style-type: none"> • New Construction. 		<ul style="list-style-type: none"> • FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; 1/4-page 4-color Marketplace Ad
MAY CLOSING DATE: APRIL 1, 2012	<ul style="list-style-type: none"> • Education Construction: School districts and higher-education institutions that are pursuing aggressive building programs despite difficult economic times, and how they are making such construction programs possible. 	<ul style="list-style-type: none"> • Furniture/Furnishings. • Security/Life Safety. • Door/Entry Systems. • Classroom/Learning Tools. 	<ul style="list-style-type: none"> • Inside: Green Energy. • Knowledge Center: Crisis/Emergency Management. 	<ul style="list-style-type: none"> • Music/Performing-Arts Facilities. 		<ul style="list-style-type: none"> • FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; 1/4-page 4-color Marketplace Ad

IN EVERY ISSUE — Columns: Green Cleaning • Facility Planning. Profiles: People, Places and Goings-on in Education Facilities and Business. See Value-Added Page for details on free value-added opportunities.

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JUNE CLOSING DATE: MAY 1, 2012	<ul style="list-style-type: none"> Recovering From Tragedy. Best practices for schools and universities, and how institutions can rebound from devastating events to ensure facilities are ready for the return of students and staff. 	<ul style="list-style-type: none"> Maintenance Management. Washrooms/Locker Rooms. Energy Management. 	<ul style="list-style-type: none"> Inside: Technology. Knowledge Center: Access Control. 	<ul style="list-style-type: none"> Green/Sustainable Facilities. 		<ul style="list-style-type: none"> FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; ¼-page 4-color Marketplace Ad
JULY CLOSING DATE: JUNE 1, 2012	Facilities Upgrade and Retrofit Guide. Strategies to Improve Education Facilities, Save Money and Create Better Learning Environments, including: Door/Entry Systems; Energy; Flooring/Carpeting; Recreation/Athletic Facilities; Roofing; Security/Life Safety; Sustainability; Washrooms/Locker Rooms; Windows/Daylighting; and other product/service categories.					<ul style="list-style-type: none"> Bonus Distribution: ASIS FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; ¼-page 4-color Marketplace Ad
AUGUST CLOSING DATE: JULY 1, 2012	Educational Interiors Showcase. The premier national design competition honoring award-winning school and university interior environments. Exclusive Focus: Facility Planning Guide. Innovative concepts for planning and designing: Administrative Areas/Offices; Cafeterias; Classrooms; Health Facilities; Media Centers/Libraries; Multipurpose/Commons Space; Music/Performing-Arts Facilities; Recreation/Athletic Centers; Residence Halls; Science/Laboratory Facilities; and other specialized environments.					<ul style="list-style-type: none"> Bonus Distribution: All 2012/2013 shows FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; ¼-page 4-color Marketplace Ad, Congratulatory Ad program (see promotion sheet)
SEPTEMBER CLOSING DATE: AUG. 1, 2012	<ul style="list-style-type: none"> The AS&U 100: The top school districts and colleges, and the facilities they provide to inspire and challenge students. 	<ul style="list-style-type: none"> Maintenance & Operations. Energy Management. Washrooms/Locker Rooms. 	<ul style="list-style-type: none"> Inside: Healthy Schools. Knowledge Center: Technology. 	<ul style="list-style-type: none"> Science/Laboratory Facilities. 	<ul style="list-style-type: none"> School Security—Strategies to better protect students, staff and facilities. 	<ul style="list-style-type: none"> Bonus Distribution: ASBO, GreenBuild FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; ¼-page 4-color Marketplace Ad; Free Targeted Mailing to Architects/Engineers; Security Product Solutions Email Newsletter
OCTOBER CLOSING DATE: SEPT. 1, 2012	<ul style="list-style-type: none"> 20 Years of Education Construction Developments—federal and state involvement, gains made, setbacks endured, attitudes changed and what the future holds. 	<ul style="list-style-type: none"> Furniture/Furnishings. Access Control/Security. Flooring/Carpeting. 	<ul style="list-style-type: none"> Inside: Bond Issues/Funding. Knowledge Center: Emergency Communication. 	<ul style="list-style-type: none"> Cafeteria/Food-Service Facilities. 	<ul style="list-style-type: none"> GREEN Schools & Universities—Strategies to create, operate and maintain sustainable, high-performance facilities. 	<ul style="list-style-type: none"> FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; ¼-page 4-color Marketplace Ad; GREEN Product Solutions Email Newsletter
NOVEMBER CLOSING DATE: OCT. 1, 2012	Architectural Portfolio: 30 th anniversary of the nationally acclaimed tribute to the most outstanding education architecture, design and construction. Exclusive Focus: Construction Guide. Strategies and concepts to ensure successful education construction projects.					<ul style="list-style-type: none"> Bonus Distribution: All 2012/2013 shows FREE Value-Added: First Monday Product Email Newsletter; Education Bond Alert leads; ¼-page 4-color Marketplace Ad, Congratulatory Ad program (see promotion sheet)
DECEMBER CLOSING DATE: NOV. 1, 2012	The Top 10 Issue. The biggest, best and most popular in education facilities and business. Including: <ul style="list-style-type: none"> Top strategies in education design, planning, construction, operations, maintenance and management. The Top 10 Lists. Top 10 Products of 2011...and more. 			<ul style="list-style-type: none"> Green Cleaning Award for Schools & Universities. 2013 Industry Calendar. 	<ul style="list-style-type: none"> Bonus Distribution: ISSA FREE Value-Added: Same-size space (½-page or larger) to run anytime in 2013; First Monday Product Email Newsletter; Education Bond Alert leads; ¼-page 4-color Marketplace Ad 	

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