

2010 EDITORIAL CALENDAR



ISSUE	COVER STORY	FEATURES	INSIDE/KNOWLEDGE CENTER	CONSTRUCTION ZONE	SPECIAL SUPPLEMENT/SECTION	VALUE-ADDED/BONUS DISTRIBUTION
JANUARY CLOSING DATE: DEC. 2, 2009	<ul style="list-style-type: none"> ■ Outlook 2010. In-depth analysis of what's ahead for education facilities and business in 2010 and beyond. Including commentary on stimulus funding, enrollment trends, energy strategies, sustainability, construction, security, maintenance management, technology, operations and more. 					<ul style="list-style-type: none"> • Product Spotlight • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad Bonus Distribution: AASA
FEBRUARY CLOSING DATE: JAN. 7, 2010	<ul style="list-style-type: none"> ■ Overcoming Obstacles to Going Green. 	<ul style="list-style-type: none"> ■ Furniture/Furnishings. ■ Energy Management. ■ Door/Entry Systems. 	<ul style="list-style-type: none"> ■ Inside: Business/Purchasing. ■ Knowledge Center: Maintenance Management. 	<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"> • First Monday E-Newsletter • Education Bond Alert leads • ¼-page Marketplace Ad • Free mailing to Facilities, Maintenance & Operations Directors • Security Product Solutions E-Newsletter • NFM&T
MARCH CLOSING DATE: FEB. 3, 2010	<ul style="list-style-type: none"> ■ Tracking the Stimulus—Its impact on education facilities and business & what lies ahead 	<ul style="list-style-type: none"> ■ Washrooms/Locker Rooms. ■ Flooring/Carpeting. ■ Security/Life Safety. 	<ul style="list-style-type: none"> ■ Inside: Facilities/Learning Trends. ■ Knowledge Center: Daylighting/Energy. 	<ul style="list-style-type: none"> ■ Renovation/Additions. 	<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"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad • GREEN Product Solutions E-Newsletter • Bonus Distribution: NSBA
Buyers' Guide and Industry Sourcebook — SPRING SPECIAL 13th ISSUE — The authoritative and most complete purchasing resource for education facilities and business administrators.						<ul style="list-style-type: none"> • Buyers' Guide Enhancement Package • First Monday Product E-Newsletter • Education Bond Alert leads Bonus Distribution: All 2010 Shows
APRIL CLOSING DATE: MARCH 5, 2010	<ul style="list-style-type: none"> ■ Technology: How it is changing education facilities, and its impact on schools & the classroom. 	<ul style="list-style-type: none"> ■ Crisis/Emergency Management. ■ Indoor Environmental Quality. ■ Furniture/Furnishings. 	<ul style="list-style-type: none"> ■ Inside: Transportation. ■ Knowledge Center: Sustainability. 	<ul style="list-style-type: none"> ■ Community/Joint-Use Facilities. 	<ul style="list-style-type: none"> ■ 39th annual Maintenance & Operations Cost Study for Schools and Colleges. 	<ul style="list-style-type: none"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad • M&O Cost Study Electronic Reprint • Bonus Distribution: SBE
MAY CLOSING DATE: APRIL 5, 2010	<ul style="list-style-type: none"> ■ Adaptive reuse: Managing change when facilities are repositioned or altered. 	<ul style="list-style-type: none"> ■ Fire/Life Safety. ■ Energy Management. ■ Washrooms/Locker Rooms. 	<ul style="list-style-type: none"> ■ Inside: New Regulations/Guidelines. ■ Knowledge Center: Staffing Plans. 	<ul style="list-style-type: none"> ■ Music/Performing Arts Facilities. 	<ul style="list-style-type: none"> ■ 36th annual Official Education Construction Report. 	<ul style="list-style-type: none"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad • Construction Report Electronic Reprint
JUNE CLOSING DATE: MAY 4, 2010	<ul style="list-style-type: none"> ■ Security: How schools & universities are managing growing security & safety concerns. 	<ul style="list-style-type: none"> ■ Maintenance Management. ■ Classroom Technology. ■ Windows/Daylighting. 	<ul style="list-style-type: none"> ■ Inside: Sustainability. ■ Knowledge Center: Acoustics. 	<ul style="list-style-type: none"> ■ New Construction. 	<ul style="list-style-type: none"> ■ 21st annual Residence Hall Construction Report. 	<ul style="list-style-type: none"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad • Residence Hall Construction Report Electronic Reprint • Bonus Distribution: APPA
GREEN School & University Virtual Conference & Expo — The 2nd annual interactive conference and expo dedicated to green/sustainable practices in our nation's education institutions.						
JULY CLOSING: JUNE 4, 2010	Facilities Upgrade and Retrofit Guide. Strategies to Improve Education Facilities, Save Money and Create Better Learning Environments, including: Energy; Flooring/Carpeting; Health and Welfare; Recreation/Athletic Facilities; Roofing; Security/Life Safety; Sustainability; Washrooms/Locker Rooms; Windows/Daylighting; and other product categories.					<ul style="list-style-type: none"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad
AUGUST CLOSING DATE: JULY 8, 2010	Educational Interiors Showcase. Special 20th anniversary of 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; Cafeterias; Classrooms; Health Facilities; Media Centers/Libraries; Multipurpose/Commons Space; Recreation/Athletic Centers; Residence Halls; Science/Laboratory Facilities; and other specialized environments.					<ul style="list-style-type: none"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad • Bonus Distribution: All 2010/2011 Shows
SEPTEMBER CLOSING DATE: AUG. 10, 2010	<ul style="list-style-type: none"> ■ The AS&U 100: The top school districts & colleges, and the facilities that inspire students. 	<ul style="list-style-type: none"> ■ Indoor Air Quality/Energy. ■ Maintenance/Cleaning Systems. ■ Washrooms/Locker Rooms. 	<ul style="list-style-type: none"> ■ Inside: Stimulus Funding. ■ Knowledge Center: Signage/Wayfinding. 	<ul style="list-style-type: none"> ■ Green/Sustainable Design. 	<ul style="list-style-type: none"> ■ School Security—Strategies to better protect students, staff and facilities. 	<ul style="list-style-type: none"> • First Monday E-Newsletter • Education Bond Alert leads • ¼-page Marketplace Ad • Free mailing to Architects/Engineers • Security Product Solutions E-Newsletter • ASBO, ASIS
OCTOBER CLOSING DATE: SEPT. 7, 2010	<ul style="list-style-type: none"> ■ Cost vs. Quality: How are schools and universities balancing these concepts? 	<ul style="list-style-type: none"> ■ Lighting Management. ■ Flooring/Carpeting. ■ Furniture/Furnishings. 	<ul style="list-style-type: none"> ■ Inside: Federal/State Initiatives. ■ Knowledge Center: Facility Management Systems. 	<ul style="list-style-type: none"> ■ Health/Science 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"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad • GREEN Product Solutions E-Newsletter • Bonus Distribution: GreenBuild, ISSA
NOVEMBER CLOSING DATE: OCT. 5, 2010	Architectural Portfolio: The nationally acclaimed tribute to the most outstanding education architecture and design. Exclusive Focus: Construction Guide. Strategies and concepts to ensure successful education construction projects.					<ul style="list-style-type: none"> • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page Marketplace Ad • Free mailing to Purchasing Directors • Bonus Distribution: All 2010/2011 Shows
DECEMBER CLOSING DATE: NOV. 4, 2010	The Top 10 Issue. The biggest, best and most popular in education facilities and business. Including: • Key concepts in education design, planning, construction, operations, maintenance and management. • The Top 10 Lists. • Top 10 Products of 2010...and more.			<ul style="list-style-type: none"> ■ Green Cleaning Award for Schools & Universities. ■ 2011 Industry Calendar. 	<ul style="list-style-type: none"> • Same-size space (Half-page or larger) to run anytime in 2011 • First Monday Product E-Newsletter • Education Bond Alert leads • ¼-page 4-color Marketplace Ad 	
In Every Issue: Columns — Green Cleaning. Facility Planning. Technology. Profiles: People, Places and Goings-on in Education Facilities and Business. See Value-Added Page for details on free value-added opportunities.						

AUDIENCE DEMOGRAPHICS

PURCHASING POWER

THE MARKET

EDITORIAL CALENDAR

VALUE-ADDED

PRINT

GREEN VIRTUAL CONFERENCE & EXPO

2010 MEDIA KIT

WEBSITE ADVERTISING

EMAIL MARKETING

LEAD GENERATION

SCHOOLDISIGNS.COM

PUBLIC INFRASTRUCTURE GROUP

CONTACTS

PRODUCTION SPECS

