

ED+C EDITORIAL CALENDAR

	Editorial Topics + Special Sections	New + Notable Products and Services Listing	Advertising Opportunities	Bonus Trade Show Distribution
JAN	Editorial deadline: Nov. 1, 2011 AD CLOSE: 12/1 AD MATERIALS: 12/9 Exclusive Products Issue	<ul style="list-style-type: none"> ○ Top Products of 2011 (featured in 2012 ED+C) 	Advertorial Spotlight	World of Concrete , Jan. 24-27, Las Vegas Surfaces , Jan. 24-26, Las Vegas AHR Expo (ASHRAE) , Jan. 23-25, Chicago
FEB	Editorial deadline: Dec. 1, 2011 AD CLOSE: 1/10 AD MATERIALS: 1/18 15th Anniversary Issue SPECIAL SECTION: Cool Roofing <i>plus</i> Energy Efficiency, Alternative Energy	<ul style="list-style-type: none"> ○ Building Controls and Lighting ○ BIM Products ○ Insulation 	15% off print display ads	IRE-NRCA , Feb. 22-24, Orlando Building Energy , Mar. 6-8, Boston
MAR	Editorial deadline: Jan. 2 AD CLOSE: 2/1 AD MATERIALS: 2/9 Continuing Ed K-12 Educational Buildings Net-Zero Energy Building	<ul style="list-style-type: none"> ○ Flooring ○ ENERGY STAR ○ HVAC ○ Water Conservation/Management 	Webinar: Green Schools Product Profile on EDCmag.com	
APR	Editorial deadline: Feb. 2 AD CLOSE: 3/1 AD MATERIALS: 3/9 Hospitals/Healthcare Facilities Recycling/Waste Management	<ul style="list-style-type: none"> ○ Lighting ○ Plumbing + Mechanical ○ Resilient Flooring 	Information Showcase Online White Papers	Coverings , Apr. 17-20, Orlando Lightfair , May 9-11, Las Vegas
MAY	Editorial deadline: March 1 AD CLOSE: 4/2 AD MATERIALS: 4/10 AIA Show Issue SPECIAL SECTION: High-Performance Building Envelopes Excellence in Design Award Winners Announced	<ul style="list-style-type: none"> ○ Doors ○ Sheathing, Wraps and Moisture Control 	Green Product Buzz Guide Webinar: Building Envelopes	AIA , May 17-19, Washington DC ASES , May 14-19, Denver Greening the Heartland , May 16-18, Indianapolis
JUNE	Editorial deadline: April 2 AD CLOSE: 5/1 AD MATERIALS: 5/9 NEOCON Show Issue SPECIAL SECTION: Sustainable Flooring Commercial Interiors Renovations and Retrofitting	<ul style="list-style-type: none"> ○ Paints/Coatings/Wallcoverings ○ Windows/Glazing and Shading Systems 	NEOCON Green Product Buzz Guide	NeoCon , June 13-15, Chicago

Advertorial Spotlight

JANUARY

All full-page January advertisers receive a FREE full-page Advertorial Spotlight! Your FREE Spotlight page runs adjacent to your ad and includes a headline, 500 words of text about your product or corporate mission and a 4-color photo.



Online Product Profile

MARCH + SEPT

Your FREE Online Product Profile will include 500 words of text, two photos, a live link and your contact information. Profiles are archived at www.EDCmag.com for 6 months. For all full-page advertisers.

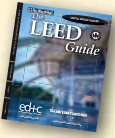

Spec Sheet/LEED Sheet

AUGUST

Full-page advertisers in the August issue can run a FREE Product Specification Sheet or LEED Point Sheet on the back of their ad. Architects, designers, facility managers and specifiers tear out Product Spec Sheets and reference them all year.



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JULY	Editorial deadline: May 1 AD CLOSE: 6/4 AD MATERIALS: 6/7 The LEED Guide ••• LEED Projects ••• Residential 	<ul style="list-style-type: none"> ○ Sustainable Surfaces 	LEED Guide Information Showcase EXCLUSIVE FOR USGBC MEMBERS Webinar: LEED	REGISTRATION FOR READERS' CHOICE AWARD OPENS
AUG	Editorial deadline: June 1 AD CLOSE: 7/2 AD MATERIALS: 7/10 ••• SPECIAL SECTION: Indoor Air Quality ••• Colleges and Universities	<ul style="list-style-type: none"> ○ Software/Web-Based Tools ○ Energy Conservation ○ Carpeting 	Spec Sheet/LEED Sheet IAQ Information Showcase	VIRTUAL GREEN EXPO
SEP	Editorial deadline: July 2 AD CLOSE: 8/1 AD MATERIALS: 8/9 ••• Institutional Projects (museums, healthcare) ••• Technology (BIM, apps)	<ul style="list-style-type: none"> ○ Landscaping ○ Ventilation ○ Hard Surface Flooring 	Product Profile on EDCmag.com Webinar: Technology	Construct 2012 , Sep. 11-14, Phoenix SolarPower , Sep. 11-13, Orlando
OCT	Editorial deadline: Aug. 1 AD CLOSE: 9/5 AD MATERIALS: 9/13 ••• Hospitality, Retail and Sporting Venues ••• CEU	<ul style="list-style-type: none"> ○ Alternative Energy ○ Exteriors + Shading Systems ○ Concrete ○ Wood 	Ad Score Study Continuing Education Showcase	Metalcon , Oct. 9-11, Rosemont
NOV	Editorial deadline: Sep. 3 AD CLOSE: 10/1 AD MATERIALS: 10/9 Greenbuild Show Issue ••• Certified Wood ••• Residential ••• Government	<ul style="list-style-type: none"> ○ Ceilings ○ Structural Wall Systems ○ Drywall ○ Readers' Choice Award Winners 	Greenbuild Green Product Buzz Guide	Greenbuild , Nov. 14-16, San Francisco
DEC	Editorial deadline: Oct. 1 Ad Close: 11/1 Ad Materials: 11/9 2013 GREENbook Issue ••• Perspectives on the Past, Present and Future of Sustainable Design 	In Directory	Premium GREENbook Listing	

Information Showcase APRIL, JULY + AUGUST

These 4-color ads showcase your products, services, iPhone/iPad apps and websites in a low-cost standard format. Includes up to 60 words and reader action card number to pull more high-quality leads. Reserve your showcase for only \$595/gross if you run a display ad in the same issue or only \$895/gross for non-advertisers. We'll add a mobile tag for \$50.



Crossword ANY ISSUE!

Exclusive sponsorship opportunity includes exposure in print, digital, eNews and online — all for one low price! Includes 1/6-page ad or 4-color image, 75 words and URL on the print and digital edition page of the crossword puzzle. Crossword graphic in an eNewsletter, including your company name. Puzzle answers are featured online, including sponsor's logo and website. \$2,500/gross per puzzle.

