

2012 Editorial Calendar

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-5-2011	1-5-2012	2-2-2012	4-6-2012	5-15-2012	7-13-2012	9-14-2012	10-29-2012
Materials due	12-13-2011	1-13-2012	2-10-2012	4-16-2012	5-23-2012	7-23-2012	9-24-2012	11-6-2012
Best Practices Features	BUSINESS MANAGEMENT including articles by NPE 2012 speakers	PAVEMENT PRESERVATION including infrared repair and cracksealing	SEALCOATING	STRIPING	TOP-PERFORMING CONTRACTORS: "How They Do It" profiles of select contractors	PAVING AND COMPACTION	SWEEPING	SHOWCASE AND BUYERS' GUIDE
<i>Throughout 2012, watch for special reports on the growing importance of sustainable construction.</i>								
Paving and Compaction	Contractor profile or case study	"How-to"	Equipment selection/ application-pavers	Equipment selection/ application-compaction	Contractor profile or case study	Best practices feature	Equipment selection/ application	
Sealcoating	Equipment selection/ application	Contractor profile or case study	Best practices feature	Contractor profile or case study	Contractor profile or case study	Contractor profile or case study	"How-to"	
Striping	"How-to"	Equipment selection/ application	Contractor profile or case study	Best practices feature	Contractor profile or case study	Contractor profile or case study	Contractor profile or case study	
Sweeping	Contractor profile or case study	Contractor profile or case study	"How-to"	Contractor profile or case study	Contractor profile or case study	Equipment selection/ application	Best practices feature	
Cracksealing			Equipment selection/ application					
Infrared Equipment					Equipment selection/ application			
Special Reports	National Pavement Expo Preview	Pavement LIVE Show Coverage		National Pavement Expo Show Coverage			Pavement LIVE Preview	
New products and product updates	■	■	■	■	■	■	■	
Industry news and business management	■	■	■	■	■	■	■	
Trade Shows								
Bonus Distribution Trade Shows and Events	NPE, WOC, ARA, NAPA Annual Meeting	ARRA/AEMA/ISSA, ATSSA	WOA			APWA	Pavement LIVE	
Supplements				Asphalt & Pavement Industry Directory				

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at ForConstructionPros.com/Advertise or contact your Cygnus Construction Network consultant.