

Editorial Calendar

	Lead Feature	Business How -To	Technical Tip	Diversification	Product Focus	Sponsorship Opportunities
January Ad Close - 12/3/2011 Materials Deadline - 12/10/2011	Carpet Care Spotlight: Special report on successful service providers	How to compete without discounting	Water and smoke damaged upholstery	Contents restoration	Portable extractors, Dehumidifiers	Carpet Cleaning ILR Profile
February Ad Close - 1/3/2012 Materials Deadline - 1/10/2012	Industry analysis and trends	How to prepare for taxes	Stain removal	Rug cleaning/washing	Software, Thermal Imaging, Restoration accessories	Truckmount Showcase
March Ad Close - 2/3/2012 Materials Deadline - 2/10/2012	Bonus Distribution RIA Technology and increasing efficiencies	How to utilize today's online marketing platforms	Water damage	Reconstruction	Odor control, Encapsulation, Media blasting	Restoration Showcase
April Ad Close - 3/3/2012 Materials Deadline - 3/10/2012	Sustainability in cleaning and restoration	How to implement a referral program	Odor control	Tile and grout	Hard surfaces, Truckmounts, Specialty drying tools	Portable Showcase
May Ad Close - 4/3/2012 Materials Deadline - 4/11/2012	Bonus Distribution CONNECTIONS Training and certification	How to price services	Area rugs	Water damage	Steam vapor, Marketing tools, Air duct cleaning	Connections Showcase
June Ad Close - 5/2/2012 Materials Deadline - 5/9/2012	Increase profitability	How to network for business	Commercial carpet	Pressure washing	Carpet chemistry, Water extraction, Tools & accessories	Truckmount Profile
July Ad Close - 6/3/2012 Materials Deadline - 6/10/2012	Restoration Benchmarking Survey Report	How to market to insurance agents	Hard surfaces	Hardwood	Drying systems, Green Chemistry, Wood flooring	Eco Product Showcase
August Ad Close - 7/1/2012 Materials Deadline - 7/9/2012	Restoration Spotlight: Special report on successful service providers	How to set job expectations	Moisture detection	Upholstery/leather	Disinfectants, Air movers, Moisture detection	Restoration ILR Profile / Connections Preview
September Ad Close - 8/1/2012 Materials Deadline - 8/9/2012	Bonus Distribution CONNECTIONS show issue Best practices for business growth	How to upsell additional services	Extraction tools and processes	Air duct cleaning	Air scrubbers, Equipment accessories, Filtration	Connections Profile
October Ad Close - 9/1/2012 Materials Deadline - 9/9/2012	Bonus Distribution ISSA Carpet Cleaning Benchmarking Survey Report	How to negotiate for commercial accounts	Disinfection	Fire and smoke	Odor removal, Climate control, Spot/stain	Truckmount Showcase
November Ad Close - 10/3/2012 Materials Deadline - 10/10/2012	Business planning 101	How to hire quality employees	Organize your trucks/vans	Commercial cleaning	Wands, Mold remediation, Organizational tools and accessories	Product/Web Showcase
December Ad Close - 11/3/2012 Materials Deadline - 11/11/2012	Bonus Distribution All 2013 Tradeshows Annual Buyers' Guide Listings	How to systematize processes	Equipment maintenance			Best Buys for 2013
Monthly Columns & Departments: Ask <i>Cleanfax</i> , Single Truck Success, Commercial Cash Flow, Restorer's Corner, Foreword, For Your Information, Product & Services, Regional Round-up, The Last Word						