

SportsEvents

2009-2010 EDITORIAL CALENDAR

2009

Issue/ Deadlines	Special Features	Event Planning	Sports Focus	Fields & Facilities	Added Value
July Space: 5/15/09 Materials: 6/1/09	Maximizing Natural Venues	Soliciting Sponsorships In A Tough Economy	- Archery - Football - Synchronized Swimming	- Oshkosh, WI - Hampton, VA - Snohomish County, WA	Natural Venues Advertisers receive complimentary editorial & video in Digital Natural Venues Guide for qualifying ads.*
August Space: 6/15/09 Materials: 7/1/09	Special Edition: Skater's Edge Sourcebook				Advertisers receive complimentary enhanced listing & website hyperlink! (12-month shelf life)
September Space: 7/15/09 Materials: 8/3/09	- Utilizing Convention Centers as Sports Venues - Hosting International Teams	Renewing Interest In Annual Events	- Badminton - Basketball - Roller Sports	- Boise, ID - South Shore, IN - Columbia, SC	Convention Center Advertisers receive complimentary listing, editorial & video in Digital Convention Centers Guide for qualifying ads.*
October Space: 8/17/09 Materials: 9/1/09	Special Edition: Baseball/Softball Fields & Facilities Directory				Advertisers receive complimentary enhanced listing & website hyperlink! (12-month shelf life)
November Space: 9/15/09 Materials: 10/1/09	New & Renovated Sports Facilities	Generating Extra Exposure For Sports Events	- Hockey - Racquetball - Rodeo/Bull Riding	- Dubuque, IA - Beaumont, TX - Annapolis, MD	New & Renovated Advertisers receive phone number & website address beneath editorial copy.
December Space: 10/15/09 Materials: 11/2/09	Annual Planners' Guide To Sports Commissions & Sports-Friendly CVBs				Complimentary enhanced listing & matching advertorial for qualifying ads.* (12-month shelf life)

2010

January Space: 11/16/09 Materials: 12/1/09	- Annual Awards & Recognitions <i>(Planners & Places To Watch)</i>	Contingency Planning	- Snowboarding - Bowling - Kart Racing	- Fairfax County, VA - Platte County, MO - Vallejo, CA	Advertisers receive complimentary listing & website hyperlink in Hot Deals/Hot Dates for a full year!
February Space: 12/15/09 Materials: 1/5/10	"Green" Sports Events & Venues	Event Management: Best Practices	- Baseball - Biathlon - Fencing	- Valley Forge, PA - Topeka, KS - Fayetteville, NC	Green Events & Venues Advertisers receive complimentary listing & hyperlink online & in SportsEvents digital edition.
March Space: 1/15/10 Materials: 2/1/10	State Of The Industry: Annual Trends In Sports	Creative Marketing Strategies	- Softball - Horse Shoe Pitching - Canoe/Kayaking	- Memphis, TN - Lincoln, NE - Mesa, AZ	Bonus Distribution: NASC Symposium (12-month shelf life)
April Space: 2/15/10 Materials: 3/1/10	Special Edition: Soccer Fields & Facilities Directory				Advertisers receive complimentary enhanced listing & website hyperlink! (12-month shelf life)
May Space: 3/15/10 Materials: 4/1/10	Small Markets—Big On Sports	Using The Olympic Model For Your Events	- Cheer & Dance - Lacrosse - Diving	- Lane County, OR - Akron, OH - Northshore/St. Tammany Parish, LA	Advertisers in Small Markets—Big On Sports receive matching advertorial.
June Space: 4/15/10 Materials: 5/3/10	Sports-Friendly Hotels	Transportation: Sorting Through The Options	- Soccer - Baton Twirling - Table Tennis	- Fort Wayne, IN - New York, NY - Jacksonville, FL	Sports-Friendly Hotel Advertisers receive complimentary listing with picture & website hyperlink.

Editorial content is subject to change. SportsEvents magazine will always strive to work with advertisers who have planned topic-specific advertising that may need to be reallocated to a different issue.
*Matching advertorial applies to 1/2 and full-page ads. Video is included with full-page ads where indicated above.