SportsEvents

2010-2011 EDITORIAL CALENDAR

2010

Issue/ Deadlines	Special Features	Event Planning	Sports Focus	Fields & Facilities	Added Value
May Space: 3/15/10 Materials: 4/1/10	Small Markets—Big On Sports	Using The Olympic Model For Your Events	- Ballroom Dancing - Lacrosse	- Mid-Atlantic Delaware, Maryland, New Jersey, New York, Pennsylvania	Advertisers in Small Markets—Big On Sports receive matching advertorial for qualifying ads.*
June Space: 4/15/10 Materials: 5/3/10	Sports-Friendly Hotels	Transportation: Sorting Through The Options	- High-Octane Sports - Table Tennis	- Upper Midwest Iowa, Illinois, Minnesota Nebraska, North Dakota, South Dakota, Wisconsin	Sports-Friendly Hotel Advertisers receive complimentary listing with picture & website hyperlink.
July Space: 5/17/10 Materials: 6/1/10	**Special Edition: Skater's Edge Sourcebook**				Advertisers receive complimentary enhanced listing & website hyperlink! (12-month shelf life)
August Space: 6/15/10 Materials: 7/1/10	Natural Venues for Sports Events	Emergency Preparedness	- Football - Beach Sports	- Northwest Alaska, Idaho, Montana, Oregon, Washington	Natural Venues Advertisers receive complimentary editorial & video in Digital Natural Venues Guide for qualifying ads.*
September Space: 7/15/10 Materials: 8/2/10	Maximizing Convention Centers As Sports Venues	Event Safety & Security	- Marathon Running - Cheer & Dance	- Southwest Arizona, New Mexico, Oklahoma, Texas	Convention Center Advertisers receive complimentary listing, editorial & video in Digital Convention Centers Guide for qualifying ads.*
October Space: 8/17/10 Materials: 9/1/10	**Special Edition: Baseball/Softball Fields & Facilities Directory**				Advertisers receive complimentary enhanced listing & website hyperlink! (12-month shelf life)
November Space: 9/15/10 Materials: 10/1/10	New & Renovated Sports Facilities	Room Blocks	- Curling - Taekwondo	- Lower Midwest Indiana, Kansas, Missouri, Ohio	New & Renovated Advertisers receive phone number & website address beneath editorial copy.
December Space: 10/15/10 Materials: 11/2/10	**Annual Planners' Guide To Sports Commissions & Sports-Friendly CVBs**				Complimentary enhanced listing & matching advertorial for qualifying ads.*

2011

January Space: 11/16/10 Materials: 12/1/10	- Annual Awards & Recognitions *(Planners & Places To Watch)*	Planning State, Regional & National Camps	- Skiing/Snowboarding - Hockey	- New England Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont	Advertisers receive complimentary listing & website hyperlink in Hot Deals/Hot Dates for a full year!
February Space: 11/15/10 Materials: 11/29/10	"Green" Sports Events & Venues	Managing Risks In Youth Sports	- Basketball - Rodeo	- Southeast Alabama, Arkansas, Florida Georgia, Kentucky, Louisiana Mississippi, North Carolina South Carolina, Tennessee Virginia, West Virginia	Green Events & Venues Advertisers receive complimentary listing & hyperlink online & in *SportsEvents* digital edition.
March Space: 12/13/10 Materials: 1/3/11	State Of The Industry: Annual Trends In Sports	Tournaments: Creating A Safe & Fair Competition	- Disc Golf - BMX	- West California, Colorado, Nevada, Utah, Wyoming, Hawaii	Bonus Distribution: NASC Symposium (12-month shelf life)
April Space: 2/14/11 Materials: 2/28/11	**Special Edition: Soccer Fields & Facilities Directory**				Advertisers receive complimentary enhanced listing & website hyperlink! (12-month shelf life)
May Space: 3/14/11 Materials: 3/28/11	Small Markets—Big On Sports	Developing A Top-Notch Event Management Team	- Swimming/Diving - Tennis	- Mid-Atlantic Delaware, Maryland, New Jersey, New York, Pennsylvania	Advertisers in Small Markets—Big On Sports receive matching advertorial for qualifying ads.*
June Space: 4/18/11 Materials: 5/2/11	Sports-Friendly Hotels	Room Blocks/Hotel Negotiations	- Gymnastics - Bowling	- Upper Midwest Iowa, Illinois, Minnesota Nebraska, North Dakota, South Dakota, Wisconsin	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.*