

## EDITORIAL CALENDAR | PUBLISHING & ADVERTISING DEADLINES | 2012

MONTH	Focus NewsMagazine – Publishing Date	Focus NewsMagazine – Publishing Date
January	<b>Financial Outlook – 1/11/2012</b> Deadline: Space 1/3; Ad Complete 1/5	<b>Business Networking – 1/25/2012</b> Deadline: Space 1/17; Ad Complete 1/19
February	<b>Energy – 2/8/2012</b> Deadline: Space 1/31; Ad Complete 2/2	<b>Home, Garden &amp; Remodel – 2/22/2012</b> Deadline: Space 2/14; Ad Complete 2/16
March	<b>Health &amp; Wellness – 3/7/2012</b> Deadline: Space 2/28; Ad Complete 3/1	<b>Water in the West – 3/28/2012</b> Deadline: Space 3/20; Ad Complete 3/22
April	<b>Senior Living – 4/11/2012</b> Deadline: Space 4/3; Ad Complete 4/5	<b>Travel and Leisure – 4/25/2012</b> Deadline: Space 4/17; Ad Complete 4/19
May	<b>Technology in Business – 5/9/12</b> Deadline: Space 5/1; Ad Complete 5/3	<b>Employment – 5/23/2012</b> Deadline: Space 5/15; Ad Complete 5/17
June	<b>Office Technology – 6/6/2012</b> Deadline: Space 5/29; Ad Complete 5/31	<b>SBA – 6/20/2012</b> Deadline: Space 6/12; Ad Complete 6/14
July	<b>Arts and Culture – 7/11/2012</b> Deadlines: Space 7/3; Ad Complete 7/5	<b>Education – 7/25/2012</b> Deadline: Space 7/17; Ad Complete 7/19
August	<b>Real Estate – 8/8/12</b> Deadline: Space 7/31; Ad Complete 8/2	<b>Homebuilding/Remodel – 8/22/2012</b> Deadline: Space 8/14; Ad Complete 8/16
September	<b>Insurance – 9/12/2012</b> Deadline: Space 9/4; Ad Complete 9/6	<b>Investments—Date: 9/26/2012</b> Deadline: Space 9/18; Ad Complete 9/20
October	<b>Entrepreneurship – 10/10/2012</b> Deadline: Space 10/2; Ad Complete 10/4	<b>Energy—Date: 10/24/2012</b> Deadline: Space 10/16; Ad Complete 10/18
November	<b>Holiday Business – 11/7/2012</b> Deadline: Space 10/30; Ad Complete 11/1	<b>Women in Business—Date: 11/21/2012</b> Deadline: Space 11/13; Ad Complete 11/15
December	<b>Non Profits – Date: 12/5/2012</b> Deadline: Space 11/27; Ad Complete 11/29	<b>Philanthropy – Date: 12/19/2012</b> Deadline: Space 12/11; Ads/Story 12/13

## EVERY BUSINESS HAS A STORY

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of the *Business Times* in its exclusive *Focus NewsMagazines* inserted in the paper. Write your own story content or our staff would be happy to write the story with your assistance for a fee of \$50 for 1/2 page, \$100 for full page, and \$150 for 2-page spread. Ads available in 1/8, 1/4, 1/2 and Full page sizes. \*

**\*1/2 Page Advertorial \$400 | Full Page Advertorial \$700 | Two Page Spread Advertorial \$1250**

Advertorial can include pictures, graphs or other information your company would like to use to tell its story. Company logo and disclaimer are required elements of advertorial. Business Times contract deadlines apply.

**\*Discounts available for multiple advertorial purchases and for current run of press advertisers for advertorials and *Focus News* magazine ads.**