


# PAVEMENT<sup>®</sup> 2017 Editorial Calendar

MAINTENANCE & RECONSTRUCTION

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER	
Ad close	12-5-2016	1-6-2017	2-10-2017	4-5-2017	5-10-2017	7-11-2017	9-6-2017	10-27-2017	
Materials due	12-8-2016	1-11-2017	2-15-2017	4-10-2017	5-15-2017	7-14-2017	9-11-2017	11-1-2017	
Best Practices Focus	<b>Managing a Paving &amp; Pavement Maintenance Business</b> Industry trends "How-to" management tips Profiles of cutting-edge contractors Problem-solving case studies Articles by NPE speakers	<b>Pavement Awards</b> Contractor of the Year Sweeper of the Year Hall of Fame Alan Curtis Industry Service Award Paving Award: Parking Lot Paving Award: Non-Parking Lot Sealcoating & Striping Award: Large Job Sealcoating & Striping Award: Small Job "Good Neighbor" Award	<b>Sealcoating</b> "How to" technical articles Profiles of cutting-edge contractors Problem-solving case studies	<b>Striping</b> "How to" technical articles Profiles of cutting-edge contractors Problem-solving case studies	<b>2017 Top Contractors</b> Paving 75 Sealcoating 75 Striping 75 Pavement Repair 75	<b>Paving &amp; Compaction</b> "How to" technical articles Profiles of cutting-edge contractors Problem-solving case studies	<b>Contract Sweeping</b> "How to" technical articles Profiles of cutting-edge sweepers Problem-solving case studies	<b>Annual Product Showcase</b> Comprehensive pictorial guide featuring equipment, products and technology for paving and paving maintenance contractors	
Special Reports		<b>Pavement Preservation 2017; CONEXPO Preview</b>	<b>NATIONAL PAVEMENT EXPO SHOW COVERAGE</b>		<b>STATE OF THE INDUSTRY Update</b>	<b>RUNNING A SUCCESSFUL SNOW REMOVAL OPERATION</b>	<b>SPECIAL FOCUS:</b> North American Power Sweeping Association <b>SPECIAL FOCUS:</b> World Sweeping Association		
Pavement Features: Topics covered regularly in our 2017 issues	<b>PAVEMENT Construction:</b> Paving, milling, compaction, dirt work <b>PAVEMENT Maintenance:</b> Sealcoating, striping, cracksealing <b>PAVEMENT Repair:</b> Infrared, pothole repair, patching <b>PAVEMENT Preservation:</b> Slurry seal, microsurfacing, chip seal, fog seal, cape seal <b>PAVEMENT Sweeping:</b> Construction, street, parking lots & special events								
IN EVERY ISSUE	<b>HOT MIX: Industry News</b> <b>THIS JUST IN:</b> Select products and upgrades <b>CONTRACTORS' CHOICE:</b> Equipment analysis <b>ON THE JOB:</b> Jobsite "how to" tips NEW <b>YOUR BUSINESS MATTERS:</b> Management tips <b>TAILGATE TALK:</b> Management Insights <b>PAVEMENT TECHNOLOGY UPDATE:</b> News in technology								
Bonus/Show Distribution	National Pavement Expo NAPA Annual Meeting World of Concrete	ARRA/AEMA/ISSA ATSSA Traffic Expo CONEXPO-CON/AGG & IFPE	North American Snow Conference			APWA Show			
Marketing Specials				<b>Spring Special:</b> Place a full-page ad and receive a spotlight promotion for the equipment/products you displayed at NPE!	<b>Top Contractor Special:</b> Sponsor a Top Contractor Category		<b>CASE STUDY:</b> Submit a full-page ad and receive the opposing page free to highlight a case study!		
Trade Shows & Supplements	National Pavement Expo, Feb. 1-4, Nashville								

PRELIMINARY EDITORIAL CALENDAR: Dates and topics are subject to change without notice.