

WE DON'T JUST REACH THE EDUCATION MARKETPLACE, WE HELP TO SHAPE IT

- Award-winning editorial and design
- Reliable research regularly cited in the national media
- An integral part of the education market – our staff serving on boards, committees and task forces for industry and government
- A quality BPA-audited circulation reaching more than 30,000 key decision makers in colleges and universities nationwide
- The most advertising and editorial pages
- Voted the magazine “most useful in their jobs” by our readers – putting national issues in perspective, fostering a sense of community and helping our readers make smarter decisions
- Dedicated to providing solutions that help improve the learning environment

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Trends in Construction, Interior Design, Safety & Security, Technology, Maintenance, Services and More...	17th Annual College Construction Report	Master Planning: Assessing Needs, Finding Solutions	SPECIAL ISSUE: The Green Campus	Natural Disaster Recovery: Lessons Learned	Living on Campus: Annual Report on College Housing	Report: The Condition of Our Nation's Colleges	Higher Education Funding: Legislation and Political Platforms	2012-2013 Education Marketplace: The Largest, Most Comprehensive Buyers' Guide in the Industry	Creating and Maintaining Sustainable Campuses	STEM Initiatives in Community Colleges	Retrofit, Repurpose, Reinvent
Facilities	<ul style="list-style-type: none"> • Effective Design and Use of Outdoor Spaces • Food Services, Student Centers • Trends in Green • Maintenance • Facility Focus: Natatoriums, Ice Rinks • Recruit & Retain 	<ul style="list-style-type: none"> • Interior Design: Using Colors, Fabrics, Furnishings and Space • Best Cleaning Practices • Trends in Green • Facilities • Facility Focus: Libraries and Learning Commons • Recruit & Retain 	<ul style="list-style-type: none"> • Mechanical Systems: Water Treatment, Plumbing, HVAC and Building Controls • Windows and Doors • Trends in Green • Maintenance • Facility Focus: Landscape Architecture • Recruit & Retain 	<ul style="list-style-type: none"> • Trends in Green • Facilities • Facility Focus: ADA • Recruit & Retain 	<ul style="list-style-type: none"> • Healthy Environments: IAQ, Acoustics, Daylighting • Outsourcing and Contract Services • Trends in Green • Facility Focus: Community Colleges • Recruit & Retain 	<ul style="list-style-type: none"> • Building Envelope: Roofs, Walls, Windows and More • Sports and Fitness Facilities • Trends in Green • Facilities • Recruit & Retain 	<ul style="list-style-type: none"> • Carpets and Floors • Furniture and Furnishings • Trends in Green • Maintenance • Facility Focus: Science/Research Facilities • Recruit & Retain 	<ul style="list-style-type: none"> • Energy Management • Signage and Wayfinding • Trends in Green • Facilities • Facility Focus: Auditoriums and Performing Arts • Recruit & Retain 		<ul style="list-style-type: none"> • Restrooms – Fixtures and Partitions • Walls, Ceilings, Insulation and Waterproofing • Trends in Green • Maintenance • Facility Focus: Transportation and Parking • Recruit & Retain 	<ul style="list-style-type: none"> • Building Automation: HVAC and Energy Management • Modular, ICF and Precast Construction • Trends in Green • Facilities • Recruit & Retain 	<ul style="list-style-type: none"> • Lighting and Daylighting Solutions • Roofing and Insulation • Trends in Green • Maintenance • Facility Focus: Stadiums, Track and Field and Locker Rooms • Recruit & Retain
Safety and Security	<ul style="list-style-type: none"> • Integrated Security Systems • Safety & Security • Campus Security Watch 	<ul style="list-style-type: none"> • Emergency Response Management • Fire & Life Safety • Campus Security Watch 	<ul style="list-style-type: none"> • Cameras and Video Analytics • Safety & Security • Campus Security Watch 	<ul style="list-style-type: none"> • Security Technologies • Fire & Life Safety • Campus Security Watch 	<ul style="list-style-type: none"> • Mass Notification/Critical Communications • Safety & Security • Campus Security Watch 	<ul style="list-style-type: none"> • Emergency Lighting, Fixtures and Alarms • Fire & Life Safety • Campus Security Watch 	<ul style="list-style-type: none"> • Roles and Responsibilities of Campus Police • Safety & Security • Campus Security Watch 	<ul style="list-style-type: none"> • Campus Access Control • Fire & Life Safety • Campus Security Watch 		<ul style="list-style-type: none"> • Building and Fire Codes • Safety & Security • Campus Security Watch 	<ul style="list-style-type: none"> • Assessing Campus Safety • Fire & Life Safety • Campus Security Watch 	<ul style="list-style-type: none"> • Surveillance and Physical Security • Safety & Security • Campus Security Watch
Technology and Business	<ul style="list-style-type: none"> • 21st-Century Education Transformation: Where Space and Technology Converge • Emerging Technology 	<ul style="list-style-type: none"> • Computer Networking Infrastructure and Related Issues • Business Practices 	<ul style="list-style-type: none"> • Selecting AV, Projection and Presentation Products • Emerging Technology 	<ul style="list-style-type: none"> • Cloud Computing on Today's Campus • Business Practices 	<ul style="list-style-type: none"> • Telepresence, Teleconference, Distance Learning • Emerging Technology 	<ul style="list-style-type: none"> • Many Uses of Displays and Digital Signage • Business Practices 	<ul style="list-style-type: none"> • Wireless and Mobile Learning • Emerging Technology 	<ul style="list-style-type: none"> • Copiers, Printers and Peripherals • Business Practices 		<ul style="list-style-type: none"> • Making Technology Simple: Audio, Video, Lighting Controls • Emerging Technology 	<ul style="list-style-type: none"> • Lecture Capture • Business Practices 	<ul style="list-style-type: none"> • Administrative Areas: Offices, Mailrooms and More • Emerging Technology
Special Section	Products That Work	Buying Co-ops: The Who and the How	Impact on Learning		Education Interiors – Fixtures, Furnishings, Finishes and Design	Education Design Showcase	Safe and Secure Campus	Maintenance, Repair and Custodial Care		Campus Furniture and Equipment	Sustainability & Innovation Awards	Technology on Campus
Free Marketing Support	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Products That Work Advertorial Publicity (1/2 pg min.) BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Special Buying Co-op Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Green Advertiser Bonuses BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Special Interiors Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Special Security Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Special Maintenance Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> • Expanded Product and Supplier Listings, Product Showcases and More • In-Print & Online • <i>See Brochure for More Details</i> BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Special Furniture Section Bonuses BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports BONUS BUCKS	<ul style="list-style-type: none"> • Construction Alert Reports • PLUS: Special Technology Section Bonuses BONUS BUCKS
Closing Dates	Close: Dec-1 Materials: Dec-8	Close: Jan-3 Materials: Jan-10	Close: Feb-1 Materials: Feb-8	Close: Mar-1 Materials: Mar-8	Close: Apr-2 Materials: Apr-9	Close: May-1 Materials: May-8	Close: Jun-1 Materials: Jun-8	Close: Jul-2 Materials: Jul-9	Close: Aug-1 Materials: Aug-8	Close: Sept-4 Materials: Sept-11	Close: Oct-1 Materials: Oct-8	Close: Nov-1 Materials: Nov-8
Bonus Distribution		Bonus Distribution at NFM&T, ISC-West	Bonus Distribution at NAEP	Bonus Distribution at All Major Education Shows	Bonus Distribution at NEOCON, InfoComm	Bonus Distribution at NACUBO, ACUHO-I, APPA, SCUP	Bonus Distribution at ASIS		Bonus Distribution at All Major Education Shows	Bonus Distribution at USGBC/Greenbuild		



For details about the Bonus Bucks Program or the Special Section Bonuses refer to the 2012 Marketing Support brochure.

Special Sections & Awards Programs

JANUARY	MAY	SEPTEMBER
<p>Products That Work</p> <p>Our annual special advertising/advertorial section that features case histories and showcases products that are new, noteworthy and useful to people involved in all areas of educational facilities.</p>	<p>Education Interiors</p> <p>In this special section, you will learn how colors, lighting, fixtures, furnishings, finishing, design and other components are being chosen to help make students' learning experiences more pleasant and productive.</p>	<p>Education Marketplace (Buyers' Guide)</p> <p>CP&M's Education Marketplace is the largest and most comprehensive buyers' guide in the education industry. This annual directory includes comprehensive lists of products, services and suppliers, as well as articles and checklists that help schools make the most of their dollars.</p>
FEBRUARY	JUNE	OCTOBER
<p>College Construction Report</p> <p>CP&M's 17th annual nationally recognized report includes cost data and other information representing both national and regional construction on projects completed in 2011, projects scheduled for completion in 2012 and those that are scheduled to begin in 2012.</p> <p>Buying Co-ops: The Who & How</p> <p>Cooperative purchasing can be the answer for institutions looking to stretch their limited dollars – lowering the cost of items due to volume buys and saving institutions time and effort. In this special section we will look at who is providing these services, the purchasing programs available and how they can work for your institution.</p>	<p>Education Design Showcase</p> <p>This program promotes best practice, showcases outstanding architecture and design in higher education facilities, and provides a comprehensive index of the architects, suppliers and manufacturers who have provided products or services.</p> <p>Living on Campus – Annual Report on College Housing</p> <p>CP&M's annual report of college and university residence life includes national cost data, trends in design, and a survey of the issues faced by residence hall directors nationwide.</p>	<p>College Furniture and Equipment Guide</p> <p>This special section will provide you with information about how to equip your campus from classroom to dining hall; the importance of ergonomics; trends in interior design; how changes in teaching and learning styles influence furniture design; and the latest furniture and equipment being used to create effective learning environments.</p>
MARCH	JULY	NOVEMBER
<p>Impact on Learning Awards</p> <p>An awards program that recognizes, through case studies, new and creative elements of the educational facilities that are proven to have had a positive impact on the ability of students to learn.</p>	<p>Safe and Secure Campuses</p> <p>Articles in this special section will focus on access control, communication systems, the latest security technologies, fire and life safety, planning and preparedness, issues and initiatives and elements of design.</p>	<p>Sustainability & Innovation Awards</p> <p>This annual awards program highlights our panel of judges' choices of the most innovative solutions being used to address today's sustainability design challenges in educational facilities.</p>
APRIL	AUGUST	DECEMBER
<p>Special Issue: The Green Campus</p> <p>Colleges and universities are looking for ways to make their campuses greener. How can that be done? Articles in this special annual issue will provide some of that information by covering acoustics, daylighting, IAQ, HVAC, furniture and furnishings, building controls, construction materials, energy management, waste reduction, water efficiency, cleaning products and procedures, standards, certifications and more.</p>	<p>Maintenance, Repair and Custodial Care</p> <p>This special section will focus on the care and upkeep of facilities from HVAC systems to paint and wall coverings, ceilings and roofs, flooring, furniture, restrooms and more.</p>	<p>Technology on Campus</p> <p>A special section that includes case studies and information on topics like hardware and software solutions, A/V and presentation products, video conferencing and distance learning solutions, office automation, digital signage and communications devices, data security and more.</p>

Columns

- **Editor's Note** (Deb Moore)
- **Business** (Dr. Scott Miller)
- **Maintenance** (Michael Steger)
- **Technology** (David Dodd)
- **Trends in Green** (Various)
- **Campus Scene** (Shannon O'Connor & Christine Reedy)

- **Facilities** (Pieter van der Have)
- **Safety & Security** (Michael Dorn)
- **Fire & Life Safety** (Mike Halligan)
- **Recruit & Retain** (Various)
- **Facility Focus** (Various)
- **Campus Security Watch** (Various)

Items on this editorial calendar are subject to change.

Interested in submitting story ideas? Contact Shannon O'Connor at SOConnor@PeterLi.com or Deb Moore at DMoore@PeterLi.com. For submissions targeted to specific feature articles on our editorial calendar, a short abstract should be sent to us three months in advance.

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2012 Conferences & Trade Shows

MARCH	NACCU	IACLEA	SEPTEMBER
<p>League for Innovation in the Community College Innovations Conference March 4-7, 2012 Philadelphia, PA 480/705-8200 www.league.org</p>	<p>National Association of Campus Card Users April 22-25, 2012 Seattle, WA 602/395-8989 www.naccu.org</p>	<p>International Association of Campus Law Enforcement Administrators June 15-19, 2012 Reno, NV 860/586-7517 www.iaclea.org</p>	<p>ASIS* American Society for Industrial Security September 10-13, 2012 Philadelphia, PA 703/519-6200 www.asisonline.org</p>
APRIL	ACUTA	JULY	OCTOBER
<p>NAEP* National Association of Educational Procurement April 1-4, 2012 Anaheim, CA 443/543-5540 www.naepnet.org</p>	<p>Association for Information Communications Technology Professionals in Higher Education April 29-May 2, 2012 Indianapolis, IN 859/278-3338 www.acuta.org</p>	<p>ACUHO-I* Association of College and University Housing Officers — International July 7-10, 2012 Anaheim, CA 614/292-0099 www.acuho-i.org</p>	<p>AASHE Association for the Advancement of Sustainability in Higher Education October 14-17, 2012 Los Angeles, CA 859/258-2551 www.aashe.org</p>
MAY	ACUI	MAY	NOVEMBER
<p>NFM&T* National Facility Management and Technology March 13-15, 2012 Baltimore, MD 414/228-7701 www.nfmt.com</p>	<p>Association of College Unions International March 18-22, 2012 Boston, MA 812/245-2284 www.acui.org</p>	<p>AIA/CAE American Institute of Architects May 17-19, 2012 Washington, DC 202/626-7300 www.aia.org</p>	<p>EDUCAUSE* EDUCAUSE Annual Conference November 6-9, 2012 Denver, CO 303/449-4430 www.educause.edu</p>
JUNE	ISC-West*	JUNE	NOVEMBER
<p>NEOCON* NeoCon June 11-13, 2012 Chicago, IL 800/677-6278 www.neocon.com</p>	<p>International Security Conference March 27-30, 2012 Las Vegas, NV 800/840-5602 www.iscwest.com</p>	<p>NACUFS National Association of College and University Food Services July 11-14, 2012 Boston, MA 517/332-2494 www.nacufs.org</p>	<p>USGBC/Greenbuild* US Green Building Council November 14-16, 2012 San Francisco, CA 800/795-1747 www.usgbc.org</p>
APRIL	NAEPP*	JUNE	NOVEMBER
<p>NAEPP* National Association of Educational Procurement April 1-4, 2012 Anaheim, CA 443/543-5540 www.naepnet.org</p>	<p>ISC-West* International Security Conference March 27-30, 2012 Las Vegas, NV 800/840-5602 www.iscwest.com</p>	<p>NACUBO* National Association of College and University Business Officers July 28-31, 2012 Washington, DC 202.861.2500 www.nacubo.org</p>	<p>EDUCAUSE* EDUCAUSE Annual Conference November 6-9, 2012 Denver, CO 303/449-4430 www.educause.edu</p>
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OCTOBER	ISC-West*	JUNE	NOVEMBER
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NOVEMBER	ISC-West*	JUNE	NOVEMBER
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DECEMBER	ISC-West*	JUNE	NOVEMBER
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*Denotes Bonus Distribution

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