

2010 EDITORIAL CALENDAR

COLLEGE PLANNING & MANAGEMENT PROVIDES CONTENT THAT IS INFORMED, TRUSTED AND RELEVANT.

College Planning & Management.
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...	15th Annual College Construction Report	Community Colleges: Leading the Way in Workforce Development	SPECIAL ISSUE: The Green Campus	Living on Campus: Annual Report on College Housing	How Green is Your Campus Landscaping?	Space Utilization: Managing Space on Campus	Campus Affordability and Cost-Cutting Initiatives	2010-2011 Education Marketplace: The Largest, Most Comprehensive Buyers' Guide in the Industry	Building Improvements to Reduce Energy Consumption and Greenhouse Gas Emissions	Managing Rising Costs: Dining Services, Bookstores, Vending and more...	Capital Campaigns and Funding Opportunities in Challenging Economic Times
Facilities	<ul style="list-style-type: none"> • Sports and Fitness • Deferred Maintenance Lists: Still Growing? • Trends in Green • Maintenance • Facility Focus: Lecture Halls • Recruit and Retain 	<ul style="list-style-type: none"> • Modular, ICF and Precast Construction • Privatized Housing and Real-Estate Development • Trends in Green • Facilities • Facility Focus: Locker Rooms • Recruit and Retain 	<ul style="list-style-type: none"> • Building Envelope: Roofs, Walls, Windows and More • Furniture and Furnishings • Trends in Green • Maintenance • Facility Focus: Residence Halls • Recruit and Retain 	<ul style="list-style-type: none"> • Trends in Green • Facilities • Facility Focus: Student Centers • Recruit and Retain 	<ul style="list-style-type: none"> • Renovate, Rebuild, Restore • Acoustics and Acoustical Design • Trends in Green • Maintenance • Facility Focus: Science Facilities • Recruit and Retain 	<ul style="list-style-type: none"> • Mechanical Systems: Water Treatment, Plumbing, HVAC and Building Controls • Transportation and Parking • Trends in Green • Facilities • Recruit and Retain 	<ul style="list-style-type: none"> • Walls, Ceilings, Insulation and Waterproofing • Restrooms, Plumbing and Partitions • Trends in Green • Maintenance • Facility Focus: Sports and Athletics • Recruit and Retain 	<ul style="list-style-type: none"> • Building Automation: HVAC and Energy Management • Carpet and Floors • Trends in Green • Facilities • Facility Focus: University Hospitals/ Medical Facilities • Recruit and Retain 		<ul style="list-style-type: none"> • Healthy Campuses • Windows and Doors • Trends in Green • Maintenance • Recruit and Retain 	<ul style="list-style-type: none"> • Signs and Signage • Lighting and Daylighting • Trends in Green • Facilities • Facility Focus: Mailrooms • Recruit and Retain 	<ul style="list-style-type: none"> • Outsourcing and Contract Services • Trends in Interior Design: Colors, Fabrics, Lighting, Space • Trends in Green • Maintenance • Facility Focus: Auditoriums and Performing Arts • Recruit and Retain
Safety and Security	<ul style="list-style-type: none"> • Pandemic Planning on Campus • College Safety and Security • College Security Watch 	<ul style="list-style-type: none"> • Security Technologies • Fire and Life Safety • College Security Watch 	<ul style="list-style-type: none"> • Campus Cards Solutions • College Safety and Security • College Security Watch 	<ul style="list-style-type: none"> • Involving Students in Safety Initiatives • Fire and Life Safety • College Security Watch 	<ul style="list-style-type: none"> • Fire Safety Codes • College Safety and Security • CollegeSecurity Watch 	<ul style="list-style-type: none"> • Critical Communications • Fire and Life Safety • College Security Watch 	<ul style="list-style-type: none"> • Campus Safety During Construction/Renovation • College Safety and Security • College Security Watch 	<ul style="list-style-type: none"> • Cameras and Video Analytics • Fire and Life Safety • College Security Watch 		<ul style="list-style-type: none"> • Emergency: Lighting, Alarms, Stand-by Power • College Safety and Security • College Security Watch 	<ul style="list-style-type: none"> • Disaster Preparedness • Fire and Life Safety • College Security Watch 	<ul style="list-style-type: none"> • Access Control • College Safety and Security • College Security Watch
Technology and Business	<ul style="list-style-type: none"> • AV, Projection and Presentation Products • Emerging Technology 	<ul style="list-style-type: none"> • Hardware, Software and Computer Networks • Business Practices 	<ul style="list-style-type: none"> • Video Conferencing and Distance Learning • Emerging Technology 	<ul style="list-style-type: none"> • Greening the IT Department • Business Practices 	<ul style="list-style-type: none"> • Office and Mailroom Equipment • Emerging Technology 	<ul style="list-style-type: none"> • Whiteboards and Interactive Learning Solutions • Business Practices 	<ul style="list-style-type: none"> • Lecture Hall Technologies • Emerging Technology 	<ul style="list-style-type: none"> • Communication Equipment and Services • Business Practices 		<ul style="list-style-type: none"> • Must-Have Technologies • Emerging Technology 	<ul style="list-style-type: none"> • Copiers, Printers and Other Peripheral Devices • Business Practices 	<ul style="list-style-type: none"> • Digital Signage • Emerging Technology
Special Section	Products that Work					Education Design Showcase	Safe and Secure Campus	College Furniture and Equipment		Green Design Showcase	<ul style="list-style-type: none"> • Maintenance, Repair and Custodial Care • 2011 Calendar of Events 	Technology on Campus
Free Marketing Support	<ul style="list-style-type: none"> • Inclusion in the January Product E-Blast • Free Segment of our Direct Mail List • Construction Alert Reports • PLUS: Products that Work Advertiser Publicity (1/2 pg min.) 	<ul style="list-style-type: none"> • Follow-up Publicity in a Future Issue • Web Banner for One Month (full-pg min.) • Construction Alert Reports 	<ul style="list-style-type: none"> • Inclusion in the March Product E-Blast • Case History in a Future Issue (1/2 pg min.) • Construction Alert Reports 	<ul style="list-style-type: none"> • Follow-up Publicity in a Future Issue • Web Banner for One Month (full-pg min.) • Construction Alert Reports • PLUS: Green Advertiser Bonuses 	<ul style="list-style-type: none"> • Free Segment of our Direct Mail List • Target Mailer to Architects (1/2 pg min.) • Construction Alert Reports 	<ul style="list-style-type: none"> • Inclusion in the June Product E-Blast • Case History in a Future Issue (1/2 pg min.) • Construction Alert Reports 	<ul style="list-style-type: none"> • Follow-up Publicity in a Future Issue • Web Banner for One Month (full-pg min.) • Construction Alert Reports • PLUS: Special Section Bonuses 	<ul style="list-style-type: none"> • Free Segment of our Direct Mail List • Case History in a Future Issue (1/2 pg min.) • Construction Alert Reports • PLUS: Special Section Bonuses 	<ul style="list-style-type: none"> • Expanded Listings, Publicity and Bonuses • Distribution at All Major Trade Shows • See Brochure for More Details 	<ul style="list-style-type: none"> • Inclusion in the October Product E-Blast • Free Segment of our Direct Mail List • Construction Alert Reports 	<ul style="list-style-type: none"> • Follow-up Publicity in a Future Issue • Web Banner for One Month (full-pg min.) • Construction Alert Reports • PLUS: Special Section Bonuses 	<ul style="list-style-type: none"> • Free Segment of our Direct Mail List • Case History in a Future Issue (1/2 pg min.) • Construction Alert Reports • PLUS: Special Section Bonuses
Closing Dates	Close: Dec-1 Materials: Dec-8	Close: Jan-4 Materials: Jan-11	Close: Feb-1 Materials: Feb-8	Close: Mar-1 Materials: Mar-8	Close: Apr-1 Materials: Apr-8	Close: May-3 Materials: May-10	Close: Jun-1 Materials: Jun-8	Close: Jul-1 Materials: Jul-8	Close: Aug-2 Materials: Aug-9	Close: Sep-1 Materials: Sep-8	Close: Oct-1 Materials: Oct-8	Close: Nov-1 Materials: Nov-8
Bonus Distribution		Bonus Distribution at NAEP, NFM&T and ISC-West			Bonus Distribution at NFPA, IACLEA, ACUHO-I	Bonus Distribution at SCUP, APPA and NACUBO	Bonus Distribution at ASIS		Distribution at All Major Trade Shows	Bonus Distribution at USGBC/Greenbuild		

A GUIDE TO SPECIAL SECTIONS AND AWARDS PROGRAMS

JANUARY	JUNE	OCTOBER
<p>Products That Work</p> <p>A special advertising/advertorial section featuring case studies, product showcases and a look at what's new and noteworthy.</p>	<p>Education Design Showcase</p> <p>The place institutions go to find exemplary firms and inspiring designs. The 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 used in these projects.</p>	<p>Green Design Showcase</p> <p>This awards program highlights the most innovative solutions that address today's sustainability design challenges in educational facilities.</p>
FEBRUARY	JULY	NOVEMBER
<p>College Construction Report</p> <p>CP&M's 15th annual survey of college and university construction. This nationally recognized report includes national and regional cost data on project completions, future forecasts and profiles of the projects being planned.</p>	<p>Safe and Secure Campuses</p> <p>Learn how to identify safety and security problems and implement the proper solution. Editorial will focus on topics like access control, communication systems, the latest security technologies, fire and life safety, planning and preparedness, issues and initiatives, and the elements of design that make the campus safe.</p>	<p>Maintenance, Repair and Custodial Care</p> <p>A great deal of time, effort and money has been spent on constructing and renovating campus facilities. But inadequate maintenance, lack of proper funding, insufficient staffing levels, limited (or non-existent) staff training, and poorly developed policies puts this investment at risk. 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>
APRIL	AUGUST	
<p>The Green Campus</p> <p>Helping make campuses greener, healthier and more cost effective. Articles will cover 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>College Furniture and Equipment Guide</p> <p>Find out how to equip your campus from classroom to cafeteria; 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. CP&M readers will also investigate student influence on furniture choice and residence hall furniture and appliances.</p>	<p>2011 Calendar of Events</p> <p>The 2011 Calendar of Events contains education association regional and national meetings, events and other information of critical importance.</p>
MAY	SEPTEMBER	DECEMBER
<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>Education Marketplace (Buyers' Guide)</p> <p>Education Marketplace is the largest and most comprehensive buyers' guide in the 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>	<p>Technology on Campus</p> <p>This special supplement will include 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

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

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

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2010 CONFERENCES & TRADE SHOWS

FEBRUARY

ACUI

Association of College Unions International
February 28 - March 4, 2010
New York, NY
812/245-2284
www.acuiweb.org

MARCH

NFM&T*

National Facility Management and Technology
March 16-18, 2010
Baltimore, MD
414/288-7701 ext.305
www.nfmt.com

NAEP*

National Association of Educational Procurement
March 20-23, 2010
Denver, CO
443/543-5540
www.naepnet.org

ISC-West*

International Security Conference
March 24-26, 2010
Las Vegas, NV
800/840-5602
www.isc365.com

League for Innovation in the Community College

March 28-31, 2010
Baltimore, MD
480/705-8200
www.league.org

APRIL

AACC

American Association of Community Colleges
April 17-20, 2010
Seattle, WA
202/728-0200
www.aacc.nche.edu

NACCU

National Association of Campus Card Users
April 18-21, 2010
Phoenix, AZ
602/395-8989
www.naccu.org

JUNE

NFPA*

National Fire Protection Association
June 7-10, 2010
Las Vegas, NV
617/770-3000
www.nfpa.org

AIA/CAE

American Institute of Architects
June 10-12, 2010
Miami, FL
202/626-7300
www.aia.org

NEOCON

NeoCon
June 14-16, 2010
Chicago, IL
312/527-0368
www.neocon.com

IACLEA*

International Association of Campus Law Enforcement Administrators
June 19-22, 2010
St. Louis, MO
860/586-7517
www.iaclea.org

ACUHO-I*

Association of College and University Housing Officers – International
June 26-29, 2010
Austin, TX
614/292-0099
www.acuho-i.org

JULY

NACUFS

National Association of College and University Food Services
July 7-10, 2010
San Jose, CA
517/332-2494
www.nacufs.org

SCUP*

Society for College and University Planning
July 10-14, 2010
Minneapolis, MN
734/998-6595
www.scup.org

APPA*

Association of Higher Education Facilities Officers
July 14-16, 2010
703/684-1446
www.appa.org

NACUBO*

National Association of College and University Business Officers
July 24-27, 2010
San Francisco, CA
www.nacubo.org

OCTOBER

ASIS*

American Society for Industrial Security
October 12-15, 2010
Dallas, TX
703/519-6200
www.asisonline.org

EDUCAUSE

EDUCAUSE Annual Conference
October 12-15, 2010
Anaheim, CA
303/939-0315
www.educause.edu

League for Innovation in the Community College

Conference on Information Technology
October 31 – November 3, 2010
Lake Buena Vista, FL
480/705-8200
www.league.org

NOVEMBER

NACAS

National Association of College Auxiliary Services
November 7-10, 2010
Colorado Springs, CO
434/245-8425
www.nacas.org

USGBC/Greenbuild*

US Green Building Council
November 16-19, 2010
Chicago, IL
800/795-1747
www.usgbc.org

*Denotes Bonus Distribution

Interest in submitting story ideas? Contact Shannon O'Connor, Editor, at SOConnor@PeterLi.com or Deb Moore, Executive Editor/Publisher, 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. Case histories are the preferred format.