

# 2018 EDITORIAL CALENDAR

2

## **January:** Sales Close Nov. 27 :: Ads due Dec. 4

**Focus:** Government & Politics/Biggest Stories of 2017

**Special Section:** Workforce Development

**List:** Legislative Directory

**Spotlight:** Autauga & Elmore

## **February:** Sales Close Dec. 22 :: Ads due Jan. 5

**Focus:** Tourism & Trails/Meeting Planning Guide

**Special Section:** Automotive

**List:** AAMA Directory/Member List

**Spotlight:** Marion/Lamar/Fayette

## **March:** Sales Close Jan. 25 :: Ads due Feb. 2

**Focus:** Banking & Construction

**Special Section:** Top Rank Profiles

**List:** Financial Planners

**Spotlight:** Coastal Gateway

## **April:** Sales Close Feb. 23 :: Ads due March 2

**Focus:** Higher Education/Biotechnology

**Special Section:** Information Technology

**List:** Post-Secondary Schools/Incubators

**Spotlight:** Butler/Lowndes/Covington/Crenshaw

## **May:** Sales Close March 23 :: Ads due April 3

**Focus:** Credit Unions/Small Business Resources

**Special Section:** Women in Business\*

**List:** Credit Unions

**Spotlight:** Baldwin

## **June:** Sales Close April 23 :: Ads due May 1

**Focus:** Manufacturing/Transportation

**Special Section:** Alabama General Contractors Directory

**List:** Largest Manufacturers

**Spotlight:** Sumpter/Greene/Hale/Marengo

## **July:** Sales Close May 25 :: Ads due June 1

**Focus:** Banking/Accounting/Private Companies

**Special Section:** UAB Excellence in Business Top 25

**List:** Private Companies/Banks/Accounting Firms

**Spotlight:** Calhoun & Talladega

## **August:** Sales Close June 22 :: Ads due July 3

**Focus:** Law Issue/Public Companies

**Special Section:** Best Companies to Work for in AL

**List:** Law firms/Public Companies/CEO Paychecks

**Spotlight:** Wilcox/Chilton/Dallas

## **September:** Sales Close July 25 :: Ads due Aug. 3

**Focus:** Construction/Insurance

**Special Section:** Healthcare Standouts\*

**List:** Commercial Insurance/General Contractors/Subcontractors/Architects/Engineers

**Spotlight:** Pike/Barbour/Bullock

## **October:** Sales Close Aug. 24 :: Ads due Sept. 4

**Focus:** Defense/Commercial Real Estate

**Special Section:** Aerospace/International Trade

**List:** Aerospace/Commercial Real Estate/Industrial Parks

**Spotlight:** The Shoals

## **November:** Sales Close Sept. 21 :: Ads due Oct. 3

**Focus:** Higher Education/Innovation

**Special Section:** Excellence in Law\*/AL Business Hall of Fame

**List:** 4-year, Independent Colleges

**Spotlight:** Cullman

## **December:** Sales Close Oct. 25 :: Ads due Nov. 2

**Focus:** Economic Development

**Special Section:** BCBS Centers of Distinction (Ads due earlier)/Manufacturer of the Year Awards

**List:** Hospitals/Philanthropy\*

**Spotlight:** Tallapoosa & Chambers

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page 39

20 TOP MONEY JURY VERDICTS  
33 PUBLIC COMPANY PERFORMANCES  
55 BEST COMPANIES TO WORK FOR



*\*Special Promotional Section – See Rep for Details*