

2018 EDITORIAL CALENDAR

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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Information Transformation
Alabama's top IT company, Adtran, leads the networking industry's move to cloud-based open architecture. Adtran's Kurt Raaflaub guides the tour. page 39
20 TOP MONEY JURY VERDICTS
33 PUBLIC COMPANY PERFORMANCES
55 BEST COMPANIES TO WORK FOR



**Special Promotional Section – See Rep for Details*