



Advertiser Calendar

The editorial calendar provided below is a guide to help you plan your advertising schedule.

January Ad Closing: 12/8/11 Materials Due: 12/15/11 Issue Emphasis • 2011 Limo Digest Show Recap • 2011 Operators of the Year				
February Ad Closing: 1/10/12 Materials Due: 1/17/12 Issue Emphasis • Bus, Motorcoach & Charter Issue • Mergers & Acquisitions • Proms				

March

Ad Closing: 2/10/12 Materials Due: 2/17/12

Issue Emphasis

- Buying & Selling Trends (Lease/Finance)
- Travel, Tours & Sporting Events
- Weddings

April

Ad Closing: 3/7/12 Materials Due: 3/14/12

Issue Emphasis

- Technology Issue (Social Media, Websites, Online Portals and Reservations)
- Niche Marketing (Winery Tours)

May

Ad Closing: 4/9/12 Materials Due: 4/16/12

Issue Emphasis

- Affiliate & Referral Issue

June

Ad Closing: 5/7/12 Materials Due: 5/14/12

Issue Emphasis

- Anniversary Issue
- Insurance
- Corporate Travel Issue

July

Ad Closing: 6/8/12 Materials Due: 6/15/12

Issue Emphasis

- Annual Buyer's Guide & Industry Source Book

August

Ad Closing: 7/9/12 Materials Due: 7/16/12

Issue Emphasis

- Women in the Industry
- International Focus

September

Ad Closing: 8/10/12 Materials Due: 8/17/12

Issue Emphasis

- Vehicle Maintenance
- Holiday Marketing

October

Ad Closing: 9/10/12 Materials Due: 9/17/12

Issue Emphasis

- 2012 Pre-Show Issue
- Charity & Philanthropy

November

Ad Closing: 10/8/12 Materials Due: 10/15/12

Issue Emphasis

- 2012 Show Issue

December

Ad Closing: 11/9/12 Materials Due: 11/16/12

Issue Emphasis

- Insurance Issue
- Technology Focus (GPS, Products & Gadgets)

Calendar is subject to change.