

# 2012

# Editorial Calendar

AS OF 10/1/11; SUBJECT TO CHANGE WITHOUT NOTICE

## JANUARY

AD MATERIALS DUE: 12/5/11

Online Professional Development  
Financing Special Education  
Human Resources  
Online Identity Management  
Product Focus: Green Products

**District CIO: Spending Report**

**BONUS DISTRIBUTION**

FETC

**BUYER'S GUIDE**

K12 Guide to Audio/Visual  
Solutions

## FEBRUARY

AD MATERIALS DUE: 1/2/12

Foreign Language Learning  
Library/Media Centers  
Health and Fitness  
Product Focus: Smartphones

**District CIO:**

**M-Learning Solutions**

**BONUS DISTRIBUTION**

TCEA

AASA

## MARCH

AD MATERIALS DUE: 1/30/12

Transportation Trends  
Curriculum: Math  
Protecting Digital Investments  
The 12th Annual Salary Survey

**District CIO: The Dream Tech Team**

**SPECIAL MARKETING  
OPPORTUNITY**

READEX Ad Perception Study

**BONUS DISTRIBUTION**

CoSN

ASCD

## APRIL

AD MATERIALS DUE: 3/5/12

Facilities and Construction  
Global Learning  
Assistive Technologies  
Product Focus: Social Networks

**District CIO:**

**Managing BYOD Security**

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NSBA

## MAY

AD MATERIALS DUE: 4/2/12

Curriculum: Reading  
Sustainable Schools  
Board Relations  
Product Focus:  
Document Cameras

**District CIO:**

**Maintaining a Data Culture**

**SPECIAL MARKETING  
OPPORTUNITY**

Leading the Way

## JUNE

AD MATERIALS DUE: 5/7/12

Formative Assessments  
Curriculum: Social Studies  
Collaborative Technologies  
Performing Arts

**District CIO: Next-Generation  
Curriculum Delivery**

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InfoComm

ISTE

## JULY/AUG.

AD MATERIALS DUE: 7/9/12

School Security  
Internal Leadership Development  
Assessing Online Creativity  
Product Focus: Reading Software

**District CIO: Supporting Multiple  
Wireless Devices**

## SEPTEMBER

AD MATERIALS DUE: 8/6/12

College Readiness  
Standards and Assessment  
Product Focus: Projectors  
English Language Learners

**District CIO: Technology ROI**

## OCTOBER

AD MATERIALS DUE: 9/3/12

STEM Learning  
Business Partnerships  
Principal Leadership  
Online Learning

**District CIO: Speeding Up  
Your Innovation Process**

**SPECIAL MARKETING  
OPPORTUNITY**

READEX Ad Perception Study

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ALAS, AESA, ASBO

**The Annual  
Readers' Choice  
Top 100 Products  
of 2012**

**Winners Announced in  
Nov./Dec. Issue**

## NOV./DEC.

AD MATERIALS DUE: 11/5/12

School Nutrition  
Early Childhood Education  
Business and Finance  
The Annual Readers' Choice  
Top 100 Products

**District CIO: Changing Dynamics  
in the SIS Market**

**Bonus  
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Every Issue:  
DA Digital  
Edition**

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**DA District Administration**  
SOLUTIONS FOR SCHOOL DISTRICT MANAGEMENT