

EDITORIAL CALENDAR

● **Featured Topic** ● **Special Topic** ● **Technical/How-To** ● **In Focus**

Issue	Content	Sponsored Content	Webinar Series	Multimedia	Advertiser Bonus <i>Value-Add with Ad placement</i>	Bonus Distribution
JANUARY/FEBRUARY Sales close: 1/4/23 Materials due: 1/11/23	<ul style="list-style-type: none"> ● Infection Control ● Staffing and DEI ● Determining Cleaning Frequencies ● Disinfection Technologies 	Disinfection & Infection Prevention Showcase	Infection Prevention	Rethink Clean	Early Planning Incentive Purchase an ad in Nov/Dec. 2022. Save 30% on Jan/Feb 2023 Ad & Early contract signing bonus.	
MARCH/APRIL Sales close: 2/22/23 Materials due: 3/1/23	<ul style="list-style-type: none"> ● Environmental and Sustainable Practices ● In-House/Facility Management Benchmarking Survey Report ● Waste Management and Recycling Programs ● Quality Assurance and Validation 	Sustainability Showcase	Carpet Care	Recruiting & Retaining Employees	In-Video Advertising Sponsorship	The Experience Conference & Exhibition, Fort Lauderdale May 8-10
MAY/JUNE Sales close: 4/24/23 Materials due: 5/1/23	<ul style="list-style-type: none"> ● Hard Floor Care ● Smart Buildings and Automation ● Exterior Maintenance ● Towels, Tissue & Dispensers 	Floor Care Case Study/Profiles	Hard Floor Care	Maximizing Productivity	CMM Daily News Banner/Sponsored Content	ISSA Show Canada, Toronto June 14-15
JULY/AUGUST Sales close: 6/22/23 Materials due: 6/29/23	<ul style="list-style-type: none"> ● Improving Facility Image ● Indoor Air Quality ● Carpet Care Program ● Odor Control and Elimination 	Restroom Showcase	Restroom Care	Cleaning for Health	Product & Technology Update Highlight new products in email promotion	The Experience Convention & Trade Show, Las Vegas September 6-8
SEPTEMBER/OCTOBER ISSA Show 2023 Preview Sales close: 8/24/23 Materials due: 8/31/23	<ul style="list-style-type: none"> ● Health and Safety ● Building Service Contractor (BSC) Benchmarking Survey Report ● Emergency Preparedness ● Productivity Products & Solutions 	Worth Seeing at ISSA Show 2023	Facility Productivity Strategies	Hand Hygiene	Product Showcase Worth Seeing at ISSA Show 2023	
NOVEMBER/DECEMBER ISSA Show 2023 Issue Sales close: 10/6/23 Materials due: 10/13/23	<ul style="list-style-type: none"> ● Technology and Trends ● Assessments & Quality Assurance ● Preventing Cross-Contamination ● Floor Care Accessories: Pads, Batteries, Chemistry 	ISSA Exhibitor Profiles	BSC Business Strategies	Developing a Winning Culture	Show Product Spotlight Image & 75 words in print/email	ISSA Show North America, Las Vegas November 13-16

IN EVERY ISSUE:

- Trending topics impacting the built environment
- Management-level operational best practices
- Business strategy and growth solutions for BSCs
- Solutions for common cleaning and maintenance challenges
- Sustainable strategies for leaner and greener operations