


# EDITORIAL CALENDAR

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

Issue	Content	Sponsored Content	Newsletters	Webinar Series	Multimedia	Advertiser Bonus <i>Value-add with ad placement</i>
<b>JANUARY/FEBRUARY</b> Sales close: 1/11/24 Materials due: 1/18/24	<ul style="list-style-type: none"> <li>● Infection Prevention &amp; Control</li> <li>● Human Capital &amp; Culture</li> <li>● Spot &amp; Stain Removal</li> <li>● Indoor Air Quality</li> </ul>	Infection Prevention Showcase	BSC Education GBAC STAR Report Facility Management Infection Prevention	Infection Prevention	Rethink Clean	<b>Early Planning Incentive</b> Save 30% on Jan/Feb 2024 Ad & Early contract signing bonus.
<b>MARCH/APRIL</b> Sales close: 2/28/24 Materials due: 3/6/24	<ul style="list-style-type: none"> <li>● Sustainability</li> <li>● In-House/Facility Management Benchmarking Survey Report</li> <li>● Quality Assurance</li> <li>● Carpet Care</li> </ul>	Sustainable Product Showcase	BSC Education GBAC STAR Report Facility Management Carpet Care	Indoor Air Quality	Recruiting & Retaining Employees	<b>Product &amp; Technology Update</b> Highlight new products in email promotion
<b>MAY/JUNE</b> Sales close: 4/22/24 Materials due: 4/29/24	<ul style="list-style-type: none"> <li>● Floor Care</li> <li>● Robotics &amp; Automation</li> <li>● Strip &amp; Recoat</li> <li>● Cordless Tools &amp; Equipment</li> </ul>	Floor Care Case Study/Profiles	BSC Education Facility Management Floor Care	Hard Floor Care	Maximizing Productivity	<b>CMM Daily News</b> Banner/Sponsored Content
<b>JULY/AUGUST</b> Sales close: 6/12/24 Materials due: 6/19/24	<ul style="list-style-type: none"> <li>● Health &amp; Safety</li> <li>● Staffing Levels and Workloading</li> <li>● Bidding &amp; Estimating</li> <li>● Towels, Tissues, and Dispensers</li> </ul>	Restroom Showcase	BSC Education GBAC STAR Report Facility Management Hand Hygiene	Cleaning for Health	Cleaning for Health	<b>Product &amp; Technology Update</b> Highlight new products in email promotion
<b>SEPTEMBER/OCTOBER</b> <i>ISSA Show 2024 Preview</i> Sales close: 8/14/24 Materials due: 8/21/24	<ul style="list-style-type: none"> <li>● Improving Human Capital</li> <li>● Building Service Contractor (BSC) Benchmarking Survey Report</li> <li>● Safety &amp; PPE</li> <li>● Hand Hygiene</li> </ul>	Worth Seeing at ISSA Show 2024	BSC Education GBAC STAR Report Facility Management Restroom Care	Exterior Maintenance	Hand Hygiene	<b>Product Showcase</b> Worth Seeing at ISSA Show 2024
 <b>NOVEMBER/DECEMBER</b> <i>ISSA Show 2024 Issue Bonus Distribution</i> Sales close: 9/27/24 Materials due: 10/1/24	<ul style="list-style-type: none"> <li>● Innovation &amp; Technology</li> <li>● Sourcing Solutions</li> <li>● Recycling &amp; Waste Management</li> <li>● Floor Care Accessories: Pads, Batteries, Chemistry</li> </ul>	ISSA Exhibitor Profiles 2024	BSC Education Facility Management Indoor Air Quality	BSC Growth Strategies	Developing a Winning Culture	<b>Show Product Spotlight</b> Image & 75 words in print/email

**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