

Master Ad Schedule

	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	DEC
Pharma Segment												
Putman Publications												
Enews 1	Appl. Paper 1	FAQs	Appl. Paper 2	Resource Kit	Appl. Paper 1	FAQs	Webinars	Webinars	Appl. Paper 4	FAQs	Appl. Paper 1	Resource Kit
Materials due / Deploy date	Due 1-2/Runs 1-4	Due 1-26/Runs 2-1	Due 3-3/Runs 3-8	Due 4-7/Runs 4-12	Due 5-5/Runs 5-10	Due 6-11/Runs 6-14	Due 7-7/Runs 7-12	Due 8-3/Runs 8-9	Due 9-9/Runs 9-13	Due 9-30/Runs 10-4	Due 10-25/Runs 11-1	Due 12-1/Runs 12-6
Enews 2	Product A	Software	Product B	Product A	Software	Product B	Webinars	Webinars	Product B	Product A	Software	Product B
Materials due / Deploy date	Due 1-2/Runs 1-18	Due 2-17/Runs 2-22	Due 3-16/Runs 3-22	Due 4-19/Runs 4-26	Due 5-19/Runs 5-24	Due 6-23/Runs 6-28	Due 7-21/Runs 7-26	Due 8-18/Runs 8-23	Due 9-22/Runs 9-27	Due 10-13/Runs 10-18	Due 11-10/Runs 11-15	Due 12-9/Runs 12-13
Advanstar Publications												
Enews	Appl. Paper 1	FAQs	Appl. Paper 2	Resource Kit	Appl. Paper 1	FAQs	Webinars	Webinars	Appl. Paper 3	FAQs	Appl. Paper 4	Resource Kit
Materials due / Deploy date	Txt 1-3/Runs 1-10	Txt 1-31/Runs 2-7	Txt 2-28/Runs 3-7	Txt 4-4/Runs 4-11	Txt 5-3/Runs 5-10	Txt 5-31/Runs 6-7	Due 7-3/Runs 7-11	Due 7-31/Runs 8-7	Due 8-27/Runs 9-4	Due 9-25/Runs 10-2	Due 10-30/Runs 11-6	Due 11-28/12-4
White Paper Program	Whitepaper 1	Appl. Paper 1	Whitepaper 2	Appl. Paper 2	Case Study 1	Whitepaper 3	Appl. Paper 1	Whitepaper 4	Appl. Paper 2	Case Study 1	FAQs	Whitepaper 1
Materials due / Deploy date	Due 1-22/Runs 1-29	Due 2-19/Runs 2-26	Due 3-19/Runs 3-26	Due 4-23/Runs 4-30	Due 5-21/Runs 5-28	Due 6-18/Runs 6-25	Due 7-21/Runs 7-30	Due 8-20/Runs 8-27	Due 9-17/Runs 9-24	Due 10-22/Runs 10-29	Due 11-12/Runs 11-19	Due 12-10/Runs 12-17
Packworld Publications												
Enews 1	Appl. Paper 1	FAQs	Appl. Paper 2	Resource Kit	Appl. Paper 1	FAQs	Webinars	Webinars	Appl. Paper 4	FAQs	Appl. Paper 1	Resource Kit
Materials due / Deploy date	Due 1-6/Runs 1-10	Due 2-4/Runs 2-11	Due 3-13/Runs 3-20	Due 4-11/Runs 4-18	Due 5-8/Runs 5-15	Due 6-5/Runs 6-12	Due 7-11/Runs 7-18	Due 8-6/Runs 8-13	Due 9-19/Runs 9-20	Due 10-15/Runs 10-22	Due 10-30/Runs 11-6	Due 12-3/Runs 12-10
Enews 2	Software	Product A	Product B	Software	Product A	Product B	Webinars	Webinars	Software	Product A	Product B	Software
Materials due / Deploy date	Due 1-11/Runs 1-15	Due 1-28/Runs 2-5	Due 3-5/Runs 3-12	Due 4-1/Runs 4-8	Due 4-30/Runs 5-7	Due 5-30/Runs 6-6	Due 7-5/Runs 7-12	Due 7-28/Runs 8-5	Due 9-5/Runs 9-12	Due 9-27/Runs 10-4	Due 11-6/Runs 11-13	Due 12-9/Runs 12-16
Eblast		Appl. Paper 1		Appl. Paper 2		Webinars		Appl. Paper 3		Appl. Paper 4		Resource Kit
Materials due / Deploy date		Due 1-31/Runs 2-6		Due 4-3/Runs 4-10		Due 5-30/Runs 6-5		Due 7-31/Runs 8-7		Due 10-2/Runs 10-9		Due 11-28/Runs 12-5
Trade Association Website	Product A		Product B		Software		Webinars		Product A			Resource Kit
Materials due / Deploy date	28-Dec		28-Feb		28-Mar		28-Jun		28-Aug			8-Nov
LatAm Publications												
Pharma		Product A		Product A	Product A			Product B	Product B		Product B	
Materials due / Deploy date		Due 1-25		Due 3-22	Due 4-26			Due 7-5	Due 8-30		Due 11-15 (pick up)	
Building Automation Segment												
Nelson Miller Publications												
HVAC Enews 1		Indoor Sensor	Indoor Sensor			Wall Sensor		Indoor Sensor	Indoor Sensor			Wall Sensor
Materials due / Deploy date		Due 1-9	Due 2-8			Due 5-8		Due 7-8	Due 8-8			2 ads due 11-8
HVAC Enews 2	Indoor Sensor	Wall Sensor	Indoor Sensor	Wall Sensor	Indoor Sensor	Wall Sensor	Indoor Sensor	Wall Sensor	eBook	Wall Sensor	Indoor Sensor	eBook
Materials due / Deploy date	Txt 12-21/Runs 1-3	Txt 1-28/Runs 2-7	Due 2-25/Runs 3-7	Txt 3-25/Runs 4-4	Txt 4-22/Runs 5-2	Txt 5-27/Runs 6-6	Txt 6-24/Runs 7-4	Txt 7-8/Runs 8-1	Txt 8-26/Runs 9-5	Txt 9-23/Runs 10-3	Txt 10-28/Runs 11-7	Txt 11-25/Runs 12-5
Penton Publications												
Magazine 1		Wall Sensor			Indoor Sensor			Wall Sensor			Indoor Sensor	
Materials due / Deploy date		Due 1-18			Due 4-12			Due 7-16			Due 10-17	
Enews 1	Indoor Sensor	Wall Sensor	Indoor Sensor	Wall Sensor	Indoor Sensor	Wall Sensor	Indoor Sensor	Wall Sensor	eBook	Wall Sensor	Indoor Sensor	eBook
Materials due / Deploy date	Txt 1-16/Runs 1-23	Txt 2-8/Runs 2-13	Txt 3-8/Runs 3-13	Txt 4-5/Runs 4-10	Txt 5-1/Runs 5-8	Txt 6-7/Runs 6-12	Txt 7-5/Runs 7-10	Txt 8-9/Txt 8-14	Txt 9-6/Runs 9-11	Txt 10-4/Runs 10-9	Txt 11-8/Runs 11-13	Txt 12-6/Runs 12-11
Web Display Ad				Wall Sensor		Wall Sensor			eBook		Indoor Sensor	
Materials due / Deploy date				Due 3-25/Runs 4-1		Due 5-25/Runs 6-1			Due 8-25/Runs 9-1		Due 10-25/Runs 11-1	
Eblast					Webinar 1			eBook				
Materials due / Deploy date					Due 4-15/Runs 5-5			27-Aug				
Webinar				Webinar 1				Webinar 2				
Materials due / Deploy date				Live April				Live August				
Energy Segment												
Penton Enews 1			Handheld Sensor			New Model Release			New Model Release			New Model Release
Materials due / Deploy date			Due 2-14			Due 5-18			Due 8-15			Due 11-13 (Pickup)
Penton Enews 2	Handheld Sensor	Asset Protection	Handheld Sensor	Asset Protection	Handheld Sensor	New Model Release	New Model Release	New Model Release	Webinar	New Model Release	Handheld Sensor	New Model Release
Materials due / Deploy date	Txt 12-21/Runs 1-2	Txt 1-28/Runs 2-5	Txt 2-28/Runs 3-5	Txt 3-25/Runs 4-2	Txt 4-30/Runs 5-7	Txt 5-28/Runs 6-4	Due 6-25/Runs 7-2	Due 7-30/Runs 8-6	Txt 8-26/Runs 9-3	Txt 9-21/Runs 10-1	Txt 10-28/Runs 11-5	Txt 11-26/Runs 12-3
Penton Eblast												
Materials due / Deploy date												
Penton Web Display Ad	Handheld Sensor		Handheld Sensor			New Model Release				Webinar	New Model Release	New Model Release
Materials due / Deploy date	Due 12-26 / Runs 1-1		Due 2-25 / Runs 3-1			Due 5-25/Runs 6-1				Due 9-25/Runs 10-1	Due 10-25/Runs 11-1	Due 11-25/Runs 12-1
PennWell Web Display Ad							New Model Release	New Model Release	Webinar			
Materials due / Deploy date							Due 6-26/Runs 7-1	Due 7-26/Runs 8-1	Due 8-27/Runs 9-1			