

# 2012 Integrated Editorial Calendar

	Magazine				Multi-Sponsor Editorial Webcasts	Multi-Vendor Presentation Webcasts	Email Newsletters
	Technology	Data Center	Design/ Installation	Bonus Distribution			
<b>JANUARY</b> Magazine Ad Close: 12/12/11 Materials Due: 12/14/11	Media Conversion	Standards and Best Practices	<b>Special Report:</b> Standards	<b>BICSI</b> February 12-16, Orlando, FL	Copper Cable Fundamentals		<b>Cabling News:</b> 1/3, 1/9, 1/17, 1/23, 1/30 <b>Data Center Report:</b> 1/10, 1/24 <b>Contractor Report:</b> 1/26
<b>FEBRUARY</b> Magazine Ad Close: 1/16 Materials Due: 1/18	Hardened Networks Serving Industrial and Manufacturing Plants	Cloud Computing and Data Cabling	Fiber-Optic Installation Techniques	<b>OFC/NFOEC</b> March 4-8, Los Angeles, CA		Telecom Grounding and Bonding	<b>Cabling News:</b> 2/6, 2/13, 2/21, 2/27 <b>Data Center Report:</b> 2/14, 2/28 <b>Contractor Report:</b> 2/23
<b>MARCH</b> Magazine Ad Close: 2/9 Materials Due: 2/13	Cabling for Security Systems	40/100 Gbit Ethernet	Project Planning	<b>Data Center World</b> March 18-21, Las Vegas, NV <b>ISC West</b> March 27-30, Las Vegas, NV	Fundamentals of Terminating Copper Cable	Wireless Networks	<b>Cabling News:</b> 3/5, 3/12, 3/19, 3/26 <b>Data Center Report:</b> 3/13, 3/27 <b>Contractor Report:</b> 3/22
<b>APRIL</b> Magazine Ad Close: 3/8 Materials Due: 3/12	Dangers of Using Counterfeit Cables	Intelligent Infrastructure Management	Grounding and Bonding	<b>Interop</b> May 6-10, Las Vegas, NV	Fiber-Optic Transmission Fundamentals		<b>Cabling News:</b> 4/2, 4/9, 4/16, 4/23, 4/30 <b>Data Center Report:</b> 4/10, 4/24 <b>Contractor Report:</b> 4/26
<b>MAY</b> Magazine Ad Close: 4/10 Materials Due: 4/12	AV Technologies and Systems	Coaxial Cabling Applications	Distributed Antenna Systems	<b>Infocomm</b> June 13-15, Las Vegas, NV		40/100 Gbit Cabling Options	<b>Cabling News:</b> 5/7, 5/14, 5/21, 5/29 <b>Data Center Report:</b> 5/8, 5/22 <b>Contractor Report:</b> 5/24
<b>JUNE</b> Magazine Ad Close: 5/10 Materials Due: 5/14	Pricing and Supply Issues	Virtualized Environments	Fiber-Optic System Maintenance		Fiber Connectivity Fundamentals		<b>Cabling News:</b> 6/4, 6/11, 6/18, 6/25 <b>Data Center Report:</b> 6/12, 6/26 <b>Contractor Report:</b> 6/28

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# 2012 Integrated Editorial Calendar, cont'd

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<b>JULY Magazine</b> Ad Close: 6/8 Materials Due: 6/12	Building Automation/ Intelligent Buildings	Unified Fabric Data Center Networks	Building Information Modeling		Cable Management Fundamentals	Cabling and IP Security Applications	<b>Cabling News:</b> 7/2, 7/9, 7/16, 7/23, 7/30 <b>Data Center Report:</b> 7/10, 7/24 <b>Contractor Report:</b> 7/26
	<b>Marketing Extra:</b> Ad Readership Study						
<b>AUGUST Magazine</b> Ad Close: 7/12 Materials Due: 7/16	Preterminated Cabling Systems	Maximizing and Managing Port Density	Cabling Healthcare Facilities		Cable-Support Systems Fundamentals		<b>Cabling News:</b> 8/6, 8/13, 8/20, 8/27 <b>Data Center Report:</b> 8/14, 8/28 <b>Contractor Report:</b> 8/23
<b>SEPTEMBER Magazine</b> Ad Close: 8/9 Materials Due: 8/13	IP-Based Access Control	Cable Management Systems	Copper Termination Tools	<b>BICSI</b> September 16-20, Anaheim, CA <b>Data Center World</b> TBD		Standards Update	<b>Cabling News:</b> 9/4, 9/10, 9/17, 9/24 <b>Data Center Report:</b> 9/11, 9/25 <b>Contractor Report:</b> 9/27
<b>OCTOBER Magazine</b> Ad Close: 9/10 Materials Due: 9/12	Bend-Insensitive Fiber	Public and Private Clouds	Manufacturer Warranty Programs		Cabling System Testing Fundamentals		<b>Cabling News:</b> 10/1, 10/8, 10/15, 10/22, 10/29 <b>Data Center Report:</b> 10/9, 10/23 <b>Contractor Report:</b> 10/25
<b>NOVEMBER Magazine</b> Ad Close: 10/10 Materials Due: 10/12	Power over Ethernet Standards and Technologies	Equipment Identification and Administration	Jobsite Safety		Rack and Enclosure Systems Fundamentals		<b>Cabling News:</b> 11/5, 11/12, 11/19, 11/26 <b>Data Center Report:</b> 11/13, 11/27 <b>Contractor Report:</b> 11/15
<b>DECEMBER Magazine</b> Ad Close: 11/8 Materials Due: 11/10	High-Speed Wireless Systems	High-Speed Transmission Protocols	Fiber-Optic Testing			High-Speed Copper Cabling Systems	<b>Cabling News:</b> 12/3, 12/10, 12/17, 12/27 <b>Data Center Report:</b> 12/4, 12/18 <b>Contractor Report:</b> 12/20

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