

2009 editorial calendar

January

Ad Close: **December 1, 2008**
(Materials Due: 12/8/08)

AHR Expo Show Issue

- A preview of new products on display at the 2009 AHR Expo
- Seminars and issues to be presented at the show
- Latest industry news and events

BONUS DISTRIBUTION

AHR Expo - January 26-28, Chicago, IL

February

Ad Close: **January 1**
(Materials Due: 1/8)

Metal Roofing & Commercial/Institutional Projects

- The latest in metal roofing products
- Unique metal roofing and commercial installations
- New products and solutions for roofing contractors

BONUS DISTRIBUTION

International Roofing Expo - February 3-5, Las Vegas, NV
ACCA - February 24-26, Fort Worth, TX

March

Ad Close: **February 1**
(Materials Due: 2/6)

IAQ & Duct Cleaning

- The latest on indoor air quality trends and products
- A look at duct cleaning applications and products
- A preview of the NADCA convention

BONUS DISTRIBUTION

MCAA - March 1-5, Phoenix, AZ
NADCA - March 9-12, Orlando, FL
CSMCA - March 31, Chicago, IL

April

Ad Close: **March 1**
(Materials Due: 3/6)

Sheet Metal Machinery

- Newest machinery for the HVAC and sheet metal industries
- Unique applications and HVAC designs
- How contractors are using sheet metal machinery in the field

May

Ad Close: **April 1**
(Materials Due: 4/8)

Tool Instrument Product Guide/ Residential Work

- Highlighting tool and instrument products
- A directory of tool and instrument suppliers
- How contractors are using new products in the field

**FREE
Listing**

June

Ad Close: **May 1**
(Materials Due: 5/8)

Duct Fabrication & Installation

- The latest in duct products, metal and non-metal
- Fabrication and installation procedures
- A look at duct applications

Special Issues & Opportunities

May

Tool & Instrument Guide

The May issue of SNIPS will feature a special section called "Tool & Instrument Product Guide." This guide provides readers access to a variety of manufacturers of these types of products for the sheet metal and HVAC industry. All listings in the Tool & Instrument Product Guide are free. Advertisers in the May issue receive a free product photo next to their listing. Non-advertisers may purchase a product photo.



August

Buyers Guide

The SNIPS Buyers Guide is the one place your customers can find you – in print and online! Stand out in this key reference guide for the sheet metal and HVAC industry. You can purchase a logo listing, premium listing, deluxe listing or banner ad to help your company stand out.



July

Green Energy / Air Distribution

- News on the green building markets and sustainability
- How companies are handling air distribution challenges
- A look at how contractors are helping customers with energy efficiency

BONUS DISTRIBUTION

Florida Roofing Show - July 8-12, Orlando FL

Ad Close: **June 1**
(Materials Due: 6/8)

August

Buyers Guide

- Annual directory of industry suppliers
- A special guide helping contractors find sheet metal and HVAC related products

**FREE Listing In
Print & Online**

Ad Close: **July 1**
(Materials Due: 7/8)

September

Equipment, Software & Vehicles

- How contractors are using products on the job
- The latest in software and applications
- A look at vehicle solutions and accessories

Ad Close: **August 1**
(Materials Due: 8/7)

October

SMACNA & HARDI Conventions Issue

- The events and issues set for the SMACNA convention
- Looking at the annual HARDI convention of HVACR wholesalers
- The latest industry news

BONUS DISTRIBUTION

MetalCon - October 6-8, Tampa, FL
SMACNA - October 11-15, Palm Desert, CA
HARDI - October 31-November 3, Orlando, FL

Ad Close: **September 1**
(Materials Due: 9/8)

November

Architectural Sheet Metal

- Profiles of architectural sheet metal companies
- Historic restorations and metal construction projects
- Products used on these projects

BONUS DISTRIBUTION

ARI - November 15-17, Palm Beach, FL
Fabtech - November 15-18, Chicago, IL

Ad Close: **October 1**
(Materials Due: 10/8)

December

2010 Outlook Issue

- A look at issues facing contractors in 2010
- Business tips for the new year
- An economic look at the year ahead

**Industry
Calendar**

Ad Close: **November 1**
(Materials Due: 11/6)

October

SMACNA Convention Dailies

The official publication of the 2009 SMACNA Convention. The SMACNA Convention Dailies give convention attendees up-to-date news on convention happenings, plus insightful articles targeted to their interests and, of course, a great look at ads promoting the products and services they are looking to buy. One low advertising rate covers the cost of an ad in two editions.



October

HARDI Convention Dailies

Advertise in the 2009 HARDI Convention Dailies to reach a serious buying audience – HARDI wholesalers who invest in their businesses. The HARDI Convention Dailies give attending wholesalers up-to-date news on the convention happenings in three editions distributed to the attendees' hotel rooms. Get exposure in the longest running publication covering the HARDI convention.



December

2010 Industry Calendar

If you're looking for a place to showcase your products – look no further. With SNIPs' Industry Calendar, every day for an entire month, your products/services will be in front of potential buyers. Polybagged with the December issue of SNIPs, this calendar will be distributed to our entire circulation. With only 12 spaces available, space is limited in this once-a-year advertising opportunity.

