

# 2010 Editorial Calendar

## January

Ad Close: December 1, 2009  
(Materials Due: 12/4/09)

### AHR Expo Show Issue

- Previewing new products to be shown at the 2010 AHR Expo
- A look at the expo's scheduled sessions and speakers
- Updates on the HVAC industry

**BONUS DISTRIBUTION:** AHR Expo - January 25-27, Orlando, FL

## February

Ad Close: January 1  
(Materials Due: 1/6)

### Metal Roofing & Commercial/Institutional Projects

- The latest products for commercial and institutional markets
- Profiles of unique metal roofing projects and installations
- Preview of the International Roofing Expo

**BONUS DISTRIBUTION:** Intl. Roofing Expo - February 22-24, New Orleans, LA

## March

Ad Close: February 1  
(Materials Due: 2/5)

### IAQ & Duct Cleaning

- Previews of the ACCA, NADCA, CMX and MCAA conventions
- Issues of concern to duct cleaners
- IAQ trends and products

#### **BONUS DISTRIBUTION**

ACCA: March 7-9, Tampa, FL

NADCA: March 9-12, Orlando, FL

CMX-CIPHEX: March 25-27, Toronto, Ontario

SMACNA Chicago: March 30, Chicago, IL

MCAA: March 28-April 1, San Francisco, CA

## April

Ad Close: March 1  
(Materials Due: 3/5)

### Sheet Metal Machinery

- Profiles of contractors using equipment
- Information on the latest machines
- Applications and projects

## May

Ad Close: April 1  
(Materials Due: 4/6)

### Tools and Instruments Product Guide

- A listing of new tools and test instruments
- Directory of tool and instrument providers
- How contractors are using the devices

free  
listing

## June

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

### Duct Fabrication & Installation

- The latest in metal and nonmetal duct products
- Difficult project profiles
- Tips on making and installing ductwork

**BONUS DISTRIBUTION:** Florida Roofing Show: June 16-19, Orlando, FL

# 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

### NEW! Green Product Guide

- A listing of environmentally friendly product manufacturers
- LEED-certified projects
- Information on the importance of proper airflow

Ad Close: June 1  
(Materials Due: 6/4)

free  
listing

## August

### Buyers Guide

- Yearly listing of industry suppliers
- This annual guide helps contractors find HVAC and sheet metal products

Ad Close: July 1  
(Materials Due: 7/5)

free  
listing  
in print &  
online

## September

### Equipment, Software & Vehicles

- What products contractors use on the job
- New software, including building information modeling programs
- Contractor vehicle solutions

Ad Close: August 1  
(Materials Due: 8/5)

## October

### SMACNA & HARDI Conventions Issue

- The agenda for SMACNA's 67th annual convention
- A preview of HARDI's gathering for wholesalers
- Look at Metalcon's Atlanta show

Ad Close: September 1  
(Materials Due: 9/3)

#### BONUS DISTRIBUTION

SMACNA: October 10-13, Phoenix, AZ  
Metalcon: October 20-22, Atlanta, GA  
HARDI: October 23-27, Houston, TX

## November

### Architectural Sheet Metal

- Historic restoration project showcase
- Use of metal in construction
- Spotlight on architectural products

Ad Close: October 1  
(Materials Due: 10/6)

#### BONUS DISTRIBUTION

Fabtech: November 2-4, Atlanta, GA

## December

### 2011 Industry Outlook

- Predictions on where the industry is headed next year
- Business outlook for new year
- Future trends and changes

Ad Close: November 1  
(Materials Due: 11/5)

industry  
calendar

## OCTOBER SMACNA Convention Dailies

The official publication of the 2010 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 2010 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 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.

