

2015 Editorial Calendar

Month/Issue	Editorial	Related Products	Bonus Distribution	Value-Added Bonuses	Marketing Boosters
JANUARY AHR Expo Show Issue Ad Closing: 12/1 Materials Due: 12/3	<ul style="list-style-type: none"> • Previewing the new products to be shown at the 2015 AHR Expo • Issues to be discussed at the show • Applications • The latest industry news 	Sheet metal and HVAC equipment, plasma cutters, coil lines, welding equipment, Pittsburgh machines, air handling and ventilation products, humidification and dehumidification units, insulation, hand and power tools, air conditioners, controls, fabric duct, duct board and zoning technology.	AHR Expo January 26-28 Chicago, IL	FREE Final Cut eLeads	
FEBRUARY Green Building, Metal Roofing Ad Closing: 1/2 Materials Due: 1/6	<ul style="list-style-type: none"> • Green building practices • The latest developments in metal roofing • Preview of the International Roofing Expo and MCAA Convention • Rooftop products 	Cool metal roofing panels, anti-microbial coatings, sealants, copper, roofing accessories, chimney liners and caps, curbs, ladders and lifts.	IRE, February 24-26 New Orleans, LA MCAA Annual Convention March 8-12, Maui, HI	FREE Final Cut eLeads	Must See Products Gallery APP Focus
MARCH Residential HVAC & Energy Efficiency Ad Closing: 2/2 Materials Due: 2/5	<ul style="list-style-type: none"> • Tips on solving home HVAC problems • Previews of ACCA & SMACNA Chicago • How contractors' work is saving energy • Zoning products 	Air-handling units, diffusers, grilles, registers, blowers, makeup-air units, leak detectors, gaskets, UV filtrations and zoning equipment, HVAC systems, humidification-dehumidification equipment, meters, inspection devices, adhesives and sealants, and insulation, controls, sensors and thermostats.	ACCA/IE3, March 16-19, Grapevine, TX SMACNA Chicago (Date & Location TBD)	FREE Final Cut eLeads FREE Corporate Spotlight	
APRIL Sheet Metal Machinery/IAQ & Duct Cleaning Ad Closing: 3/2 Materials Due: 3/5	<ul style="list-style-type: none"> • The newest equipment for the HVAC and sheet metal industries • Applications and designs • Trends in duct cleaning • Issues affecting indoor air quality 	Air curtains, air filters, purifiers, air cleaners, fans, dampers, coil cleaners, duct cleaning equipment, inspection devices and ozone generators. Fabricating equipment, plasma cutters, benders, coil lines, press brakes, welding equipment, beadlers, notchers, presses, tools (hand and power), roll formers, Pittsburgh machines, seam formers and software.	NADCA Annual Meeting and Expo, April 27-29 Marco Island, FL	FREE Final Cut eLeads	Must See Products Gallery
MAY Duct Design, Estimating & BIM Ad Closing: 4/1 Materials Due: 4/3	<ul style="list-style-type: none"> • A focus on creating the HVAC system's ductwork • The importance of proper design • Duct estimating tips • What's new with building information modeling 	Software, computers, machinery, CAD systems, price-estimating systems, building information modeling.		FREE Final Cut eLeads	Software Product Showcase
JUNE Duct Fabrication Ad Closing: 5/1 Materials Due: 5/5	<ul style="list-style-type: none"> • The latest in metal and non-metal duct products • Suggestions on making better ductwork • Project profiles • How shops produce duct efficiently 	Duct fabrication equipment, duct-rectangular, round, spiral, oval, flex, duct board, insulation, hangers, connectors, elbows, flanges, fittings, fabric duct, corner machines, seam closers, clinchers, notchers.		FREE Final Cut eLeads	Must See Products Gallery

Final Cut eLeads: A monthly lead generating email blast containing logos and descriptions of each company that advertises that month. We provide a tracked lead report on everyone that clicked on your ad!

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JULY Sustainable/Green Products & HVAC Marketing Ad Closing: 6/1 Materials Due: 6/3	<ul style="list-style-type: none"> • A listing of environmentally friendly products and manufacturers • Profiles of U.S. Green Building Council LEED-certified projects • Tips on marketing heating and cooling products • Industry news 	Cool metal roofing panels, anti-microbial coatings, adhesives and sealants, air curtains, filters, purifiers, air cleaners, coil cleaners, fans, dampers.	Florida Roofing & Sheet Metal Expo (Date & Location TBD)	FREE Final Cut eLeads	Green Product Showcase
AUGUST Buyers Guide Ad Closing: 7/1 Materials Due: 7/3	<ul style="list-style-type: none"> • Annual listing of industry suppliers • Cross-referenced with sheet metal and HVAC products • Includes trade names • Where to find the products you need 	Sheet metal components, furnaces, air conditioners, heat pumps, burners, PTACs, heat exchangers, insulation, registers, grilles, diffusers, access doors, ductwork, duct board, piping, fasteners and fittings.		FREE Final Cut eLeads	Must See Products Gallery
SEPTEMBER SMACNA Convention, Commercial/ Institutional Work & Training Ad Closing: 8/3 Materials Due: 8/5	<ul style="list-style-type: none"> • Trends in commercial and institutional projects • Preview of the SMACNA Convention • A snapshot of industry training • Project profiles 	Sheet metal and HVAC equipment, plasma cutters, coil lines, welding equipment, Pittsburgh machines, air handling and ventilation products, humidification and dehumidification units, insulation, hand and power tools, air conditioners, controls, fabric duct, duct board and zoning technology.	SMACNA Annual Convention, September 27-30, Colorado Springs, CO	FREE Final Cut eLeads	Must See Products Gallery
OCTOBER Duct Installation, Air Distribution & Ventilation Ad Closing: 9/1 Materials Due: 9/3	<ul style="list-style-type: none"> • Tips on proper duct placement • Focus on critical airflow needs • Products that move air • Duct leakage detection 	Adhesives and sealants, air curtains, air filters, purifiers, air cleaners, fans, dampers, coil cleaners, duct cleaning equipment, inspection devices and ozone generators, coils, air-handling units, diffusers, grilles, registers, blowers, makeup-air units, zoning equipment. Duct fabrication equipment, duct-rectangular, round, spiral, oval, flex, duct board, insulation, hangers, connectors, elbows, flanges, fittings, fabric duct, corner machines, seam closers, clinchers, notchers. Tools, hand and power.	Metalcon International, October 13-15, Tampa, FL	FREE Final Cut eLeads	Tool & Instrument Showcase
NOVEMBER SNIPS 10 Best Contractors of 2015 & Architectural Sheet Metal Ad Closing: 10/1 Materials Due: 10/5	<ul style="list-style-type: none"> • Profiles of the 10 best sheet metal contractors • Architectural sheet metal projects • A preview of Fabtech • Getting into specialized metalwork 	Copper, sheet and rolled steel, metal shingles, fasteners, ladders and lifts, safety equipment, roof curbs, hand and power tools and sheet metal fabricating equipment.	Fabtech November 9-12 Chicago, IL	FREE Final Cut eLeads	Must See Products Gallery
DECEMBER 2016 Industry Forecast Ad Closing: 11/2 Materials Due: 11/4	<ul style="list-style-type: none"> • Results of SNIPS survey: How businesses fared in 2015 • Where sheet metal will be in 2016 • A preview of HARDI's Annual Wholesalers Conference • Economic trends affecting the industry 	HVAC systems and accessories, controls, sensors, thermostats, humidification-dehumidification equipment, meters, instruments and tools.	HARDI Annual Conference December 5-8 Orlando, FL	FREE Final Cut eLeads	2016 Industry Calendar

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