



# EDITORIAL CALENDAR

## WIDE-FORMAT IMPRESSIONS 2021 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
<b>JANUARY/FEBRUARY</b> Ad Close: Jan. 8, 2021 Materials Due: Jan. 13, 2021	<ul style="list-style-type: none"> <li>■ Growth Projections for 2021</li> <li>■ Sign Legislation for 2021</li> <li>■ Top WF Print Producers</li> <li>■ Growth Opportunities in 2021</li> <li>■ Drupa 2021 Preview</li> </ul>	<ul style="list-style-type: none"> <li>■ 2021 Hot Markets Report</li> </ul>	
<b>MARCH/APRIL</b> Ad Close: March 6, 2021 Materials Due: March 11, 2021	<ul style="list-style-type: none"> <li>■ The Changing Needs of Retail Print Buyers</li> <li>■ In Perfect Harmony: Making Digital and Print Signage Sing</li> <li>■ Staging a Fantasy: Print's Role in Window Displays</li> <li>■ Aqueous/Durable Aqueous/Latex</li> <li>■ Wide-format Summit Preview</li> </ul>		<ul style="list-style-type: none"> <li>■ Wide-Format Summit 2021, March 29-31, 2021</li> </ul>
<b>MAY/JUNE</b> Ad Close: May 6, 2021 Materials Due: May 11, 2021	<ul style="list-style-type: none"> <li>■ Improving the Patient Experience</li> <li>■ Drug Store Face Lifts: Giving Pharmacies a Modern Look</li> <li>■ Wayfinding Signage</li> <li>■ Specialty Substrates</li> </ul>		
<b>JULY/AUGUST</b> Ad Close: July 1, 2021 Materials Due: July 6, 2021	<ul style="list-style-type: none"> <li>■ Outdoor Advertising in the Travel &amp; Tourism Market</li> <li>■ Making Memories: The Art of Theme Park Graphics</li> <li>■ Museum Graphics</li> <li>■ Inflatables</li> </ul>		<ul style="list-style-type: none"> <li>■ PRINTING United, Orlando, FL, October 6-8, 2021</li> </ul>
<b>SEPTEMBER</b> Ad Close: Sept. 1, 2021 Materials Due: Sept. 3, 2021	<ul style="list-style-type: none"> <li>■ The Idea Issue: Top Trends in Wide-Format</li> <li>■ Ideas in Action: Case Studies of Outstanding Projects</li> </ul>		<ul style="list-style-type: none"> <li>■ PRINTING United, Orlando, FL, October 6-8, 2021</li> </ul>
<b>OCTOBER</b> Ad Close: Sept. 20, 2021 Materials Due: Sept. 24, 2021	<ul style="list-style-type: none"> <li>■ The Innovators: Recognizing Best in Class Companies</li> <li>■ Technology Innovations Impacting Your Customers</li> <li>■ Prepress and Color Management</li> <li>■ Backlit Signage</li> </ul>		<ul style="list-style-type: none"> <li>■ PRINTING United, Orlando, FL, October 6-8, 2021</li> </ul>
<b>NOVEMBER/DECEMBER</b> Ad Close: Nov. 2, 2021 Materials Due: Nov. 5, 2021	<ul style="list-style-type: none"> <li>■ Beyond Vehicles: Wrapping the World of Transportation</li> <li>■ The ROI of Vehicle and Fleet Graphics</li> <li>■ Best Practices in Wrap Design</li> <li>■ Instruments, Dials and Overlays</li> </ul>		



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## WIDE-FORMAT IMPRESSIONS 2020 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
<b>JANUARY/FEBRUARY</b> Ad Close: Jan. 8, 2020 Materials Due: Jan. 13, 2020	<ul style="list-style-type: none"> <li>Economic Outlook 2020</li> <li>Sign Legislation for 2020</li> <li>Top WF Print Producers</li> <li>Growth Opportunities in 2020</li> </ul>	<ul style="list-style-type: none"> <li>2020 Hot Markets Report</li> </ul>	
<b>MARCH/APRIL</b> Ad Close: March 6, 2020 Materials Due: March 11, 2020	<ul style="list-style-type: none"> <li>The Top Trends Impacting the Retail Market</li> <li>Cutting and Routing</li> <li>Window Graphics</li> </ul>		
<b>MAY/JUNE</b> Ad Close: May 6, 2020 Materials Due: May 11, 2020	<ul style="list-style-type: none"> <li>Cast Your Vote: The Polarizing World of Political Printing</li> <li>OOH signage</li> <li>Performance Wear and Swimwear</li> <li>Database Management</li> </ul>		
<b>JULY/AUGUST</b> Ad Close: July 1, 2020 Materials Due: July 6, 2020	<ul style="list-style-type: none"> <li>Decadent Design: Transforming Restaurant Interiors</li> <li>A Warm Welcome: Digital Printing Reshapes Hospitality</li> <li>Food Truck Graphics</li> <li>Printed Laminate Flooring</li> <li>Preview to Wide-format Summit</li> </ul>		<ul style="list-style-type: none"> <li>PRINTING United, Atlanta, GA, October 21-23, 2020</li> <li>Wide-Format Summit 2020, Austin, TX, August 17-19</li> </ul>
<b>SEPTEMBER</b> Ad Close: Aug. 17, 2020 Materials Due: Aug. 20, 2020	<ul style="list-style-type: none"> <li>The Idea Issue: Top Trends in Wide-Format</li> <li>Ideas in Action: Case Studies of Outstanding Projects</li> <li>UV Technology</li> <li>PRINTING United Preview</li> </ul>		<ul style="list-style-type: none"> <li>PRINTING United, Atlanta, GA, October 21-23, 2020</li> </ul>
<b>OCTOBER</b> Ad Close: Sept. 14, 2020 Materials Due: Sept. 17, 2020	<ul style="list-style-type: none"> <li>The Innovators: Recognizing Best in Class Companies</li> <li>Technology Innovations Impacting Your Customers</li> <li>Event and Display Graphics</li> <li>Single-Pass Printing</li> </ul>		<ul style="list-style-type: none"> <li>PRINTING United, Atlanta, GA, October 21-23, 2020</li> </ul>
<b>NOVEMBER/DECEMBER</b> Ad Close: Nov. 2, 2020 Materials Due: Nov. 5, 2020	<ul style="list-style-type: none"> <li>Get in the Game: The World of School Sports</li> <li>Bridging the Gap: Connecting with Gen Z</li> <li>Dye-Sub/Direct Print</li> <li>Enhancing Your Workflow</li> </ul>		