



# 2018 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Ad Close</b>	12/05/17	01/05/18	02/05/18	03/05/18	04/05/18	05/04/18
<b>Material Close</b>	12/11/17	01/12/18	02/12/18	03/12/18	04/12/18	05/11/18
<b>Editorial Close</b>	11/21/17	12/19/17	01/17/18	02/20/18	03/20/18	04/17/18
<b>Editorial Topic</b>	Advocacy and Outreach Data Collection/Data Management MAPPS Anniversary Retrospective and the Future of Surveying	BIM and Construction Energy and Infrastructure	Workflow Management FAA - Drone Rules, Privacy, Updates	Data to Deliverable Indoor Mapping	GIS Smart Cities Surveying and STEM Education	Bathymetry/Hydro/Coastal Inspection, Change Detection, etc.
<b>POB Special Report</b>		Laser Scanning Trends		3D Trends		Salary & Benefits
<b>Product Showcase</b>	Photogrammetry	Laser Scanners	UAVs	Total Stations	GIS Mapping	CAD Software
<b>Webinar Sponsorships</b>			Construction and the Land Surveyor			Drones and the Land Surveyor
<b>Bonus Distribution</b>	MAPPS	International LiDAR Mapping Forum	SPAR International Nat'l Surveying, Geospatial, Mapping Conf	Xponential (AUVSI)	HxGN	Esri User Conference
<b>Advertiser Extra</b>	<b>1/2 Page Company Profile</b> Includes 300-word description of your company, your logo or photo and contact information.  <b>On The Mark</b>	<b>eNews Product Highlight</b> Includes 500 words of text, two photos, URL and your contact information. Profiles are archived on POBonline.com for six months.  <b>On The Mark</b>	<b>AdScore Study</b> Measure reader recall and perceptions of your advertisements placed in this issue.  <b>On The Mark</b>	<b>1/2 Page Company Profile</b> Includes 300-word description of your company, your logo or photo and contact information.  <b>On The Mark</b>	<b>eNews Product Highlight</b> Includes 500 words of text, two photos, URL and your contact information. Profiles are archived on POBonline.com for six months.  <b>On The Mark</b>	<b>Video Posting for One Month</b> Your company video hosted on POBonline.com for one month.  <b>On The Mark</b>

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Ad Close</b>	06/01/18	07/05/18	08/06/18	09/05/18	10/05/18	11/06/18
<b>Material Close</b>	06/08/18	07/11/18	08/10/18	09/11/18	10/10/18	11/12/18
<b>Editorial Close</b>	05/22/18	06/19/18	07/17/18	08/21/18	09/18/18	10/23/18
<b>Editorial Topic</b>	Antennas, RF, etc. MAPPS Excellence Profiles	High-Precision GNSS Deliverables - 2D, 3D, Point Cloud	Moving Into CAD, Merged Data Flight Planning - Manned and Unmanned	Precision Agriculture P3 and Surveying	Legislative Agenda INTERGEO Post Event	Surveying and Autonomous Vehicles Standards and Practices
<b>POB Special Report</b>	Geolocator Directory	Market Intelligence Report		GIS Integration		Capital Investment Forecast
<b>Product Showcase</b>	Communications	GPS Equipment	LiDAR Systems	Topo, Ortho Mapping	Manual Systems	Tech Roundup
<b>Webinar Sponsorships</b>			Multi-Tasking Technologies			Imaging in a Laser and 3D World
<b>Bonus Distribution</b>	MAPPS		INTERGEO UAV Expo		Trimble Dimensions Autodesk	
<b>Advertiser Extra</b>	<b>GeoLocator Enhanced Listing</b> Upgrade to an enhanced listing for FREE. Includes basic listing in print, digital and online, PLUS bolding in print and digital. <b>On The Mark</b>	<b>Buy Two, Get Company Profile Free</b> Buy an August + September display ad, receive a FREE full-page company profile in the September INTERGEO issue. <b>On The Mark</b>	<b>Buy Two, Get Company Profile Free</b> Buy an August + September display ad, receive a FREE full-page company profile in the September INTERGEO issue. <b>On The Mark</b>	<b>eNews Product Highlight</b> Includes 500 words of text, two photos, URL and your contact information; profiles are then archived on POBonline.com for six months. <b>On The Mark</b>	<b>Video Posting for One Month</b> Your company video hosted on POBonline.com for one month. <b>On The Mark</b>	<b>eNews Product Highlight</b> Includes 500 words of text, two photos, URL and your contact information; profiles are then archived on POBonline.com for six months. <b>On The Mark</b>