

# 2017 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>AD CLOSE</b>	12/09/16	01/06/17	02/06/17	03/6/17	04/06/17	05/05/17
<b>MATERIAL CLOSE</b>	12/14/16	01/12/17	02/13/17	03/13/17	04/13/17	05/12/17
<b>EDITORIAL CLOSE</b>	11/24/16	12/22/16	01/20/17	02/17/17	03/22/17	04/20/17
<b>FIELD</b>	Dealing with Adverse Field Conditions	Surveying and Construction	BIM - Building Information Modeling	Surveying in Heavy Vegetation	Flight Planning and Aerial Surveying	FEMA, Floods, Disaster Response
<b>TOOLS</b>	High Resolution - How High?	LiDAR Modes Comparison	Vehicle Configurations	Data and Record Retention	Photogrammetry and 3D	Design, Analytical, Construction Modelling
<b>TRADE</b>	Government Contracts	Liability and Insurance	Mentor, Train, Apprentice	Public Sector Surveying	Ethics in Land Surveying	Expert Witness, Called to Testify
<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>BONUS DISTRIBUTION</b>	MAPPS  World of Concrete	International LiDAR Mapping Forum  ConExpo	SPAR International  Nat'l Surveying, Geospatial, Mapping Conf	AUVSI  ASPRS	HxGN	Esri User Conference
<b>ADVERTISER EXTRA</b>	1/2 Page Company Profile  Includes 300 word description of your company, your logo or photo and contact information.  On The Mark	eNews Product Highlight  Includes 500 words of text, two photos, URL and your contact information. Profiles are archived on POBonline.com for six months.  On The Mark	AdScore Study  Measure reader recall and perceptions of your advertisements placed in this issue.  On The Mark	1/2 Page Company Profile  Includes 300 word description of your company, your logo or photo and contact information.  On The Mark	eNews Product Highlight  Includes 500 words of text, two photos, URL and your contact information. Profiles are archived on POBonline.com for six months.  On The Mark	Video Posting for One Month  Your company video hosted on POBonline.com for one month.  On The Mark

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>AD CLOSE</b>	06/06/17	07/06/17	08/07/17	09/06/17	10/06/17	11/06/17
<b>MATERIAL CLOSE</b>	06/13/17	07/13/17	08/14/17	09/13/17	10/12/17	11/13/17
<b>EDITORIAL CLOSE</b>	05/20/17	06/21/17	07/21/17	08/21/17	09/21/17	10/20/17
<b>FIELD</b>	Surveying in Urban Areas	Surveying in Remote Areas	Archeological Surveying and Support	Basic Boundary Surveying	Pavement, Bridges, Infrastructure	Energy, Petrochemical Surveying
<b>TOOLS</b>	Tablets, Smartphones, Bring Your Own Device	The role of GPS/Make the Most of GPS	LiDAR Basics	Manual or High Tech	UAS Commercial Pilot Certification	Ground Penetrating Radar
<b>TRADE</b>	VDC or BIM	From RFP to Bid	Virtual & Augmented vs. Reality	Working with Law Enforcement and Forensics	Real Estate Surveying	New Markets for Surveying Skills
<b>POB SPECIAL REPORT</b>	Geolocator Directory	POB Top 100		GIS Integration		Capital Investment Forecast
<b>PRODUCT SHOWCASE</b>	Communications	GPS Equipment	LiDAR Systems	Topo, Ortho Mapping	Manual Systems	Tech Roundup
<b>BONUS DISTRIBUTION</b>	MAPPS		INTERGEO			
			UAV Expo		Autodesk	
<b>ADVERTISER EXTRA</b>	<p>GeoLocator Enhanced Listing</p> <p>Upgrade to an enhanced listing for free. Includes basic listing in print, digital and online PLUS bolding in print and digital.</p> <p>On The Mark</p>	<p>Buy Two, Get Company Profile Free</p> <p>Buy an August + September display ad, receive a free full page company profile in the September INTERGEO issue.</p> <p>On The Mark</p>	<p>Buy Two, Get Company Profile Free</p> <p>Buy an August + September display ad, receive a free full page company profile in the September INTERGEO issue.</p> <p>On The Mark</p>	<p>eNews Product Highlight</p> <p>Includes 500 words of text, two photos, URL and your contact information. Profiles are archived on POBonline.com for six months.</p> <p>On The Mark</p>	<p>Video Posting for One Month</p> <p>Your company video hosted on POBonline.com for one month.</p> <p>On The Mark</p>	<p>eNews Product Highlight</p> <p>Includes 500 words of text, two photos, URL and your contact information. Profiles are archived on POBonline.com for six months.</p> <p>On The Mark</p>