

2017 SNAP EDITORIAL CALENDAR

ISSUE DATE	FEATURES	PRODUCTS	BONUS DISTRIBUTION
January/February AD CLOSE JANUARY 5 MATERIAL DUE JANUARY 10 JURIED ISSUE EXCELLENCE IN ADVERTISING	CASE STUDY HEALTHCARE MADE IN THE USA MID-ATLANTIC (NY, NJ, PA, MD)	PRODUCT SPECS HEALTHCARE; RESILIENT FLOORING; TILE, STONE + SURFACING; PAINTS + COATINGS; ACCESSIBLE DESIGN SOLUTIONS	SALONE DEL MOBILE COVERINGS
March/April AD CLOSE MARCH 5 MATERIAL DUE MARCH 10	CASE STUDY CULTURAL MADE IN THE USA GULF COAST (AL, FL, LA, TX)	PRODUCT SPECS WOOD; PLUMBING FIXTURES; WINDOWS + DOORS; KITCHEN; CONCRETE + MASONRY	LIGHTFAIR INNOVATION CONFERENCE (SAN FRANCISCO) AIA NATIONAL CONFERENCE HD EXPO
May/June AD CLOSE MAY 5 MATERIAL DUE MAY 10	CASE STUDY HOSPITALITY MADE IN THE USA SOUTHERN NEW ENGLAND (CT, RI, MA)	PRODUCT SPECS DECORATIVE LIGHTING; FINISHES; FLOORING (ALL TYPES); SITE FURNITURE; LANDSCAPE	ICFE NEOCON NYCxDISIGN
July/August AD CLOSE JULY 5 MATERIAL DUE JULY 10	CASE STUDY OFFICE MADE IN THE USA HEARTLAND (IA, MI, MN, NE)	PRODUCT SPECS GLASS + GLAZING; DAYLIGHTING + SUN CONTROL; WALLS + PARTITIONS; CONTRACT FURNISHINGS; INTERIOR LIGHTING (ALL TYPES)	
September/October AD CLOSE SEPTEMBER 5 MATERIAL DUE SEPTEMBER 10	CASE STUDY EDUCATION MADE IN THE USA WEST (CA, NM, AZ)	PRODUCT SPECS EDUCATION SOLUTIONS; ROOFING + SIDING; SAFETY + SECURITY; ACOUSTICS; BUILDING ENVELOPE	NEOCON EAST LONDON DESIGN FESTIVAL CERSAIE INNOVATION CONFERENCE (NEW YORK) GREENBUILD
November/December AD CLOSE NOVEMBER 5 MATERIAL DUE NOVEMBER 10	CASE STUDY RETAIL MADE IN THE USA GREAT LAKES: IL, IN, OH, WI	PRODUCT SPECS HARDWARE; STOREFRONTS + ENTRANCES; HVAC; AUTOMATION/CONTROLS; EXTERIOR LIGHTING	