

# 2017 EDITORIAL CALENDAR

|                           | <b>JANUARY</b><br>Ad Close: 12/1<br>Material Close: 12/5                                                                                                                                                        | <b>FEBRUARY</b><br>Ad Close: 1/4<br>Material Close: 1/6                                                                                                                                                                         | <b>MARCH</b><br>Ad Close: 2/2<br>Material Close: 2/6                                                                                                                                                                                                                   | <b>APRIL</b><br>Ad Close: 3/2<br>Material Close: 3/6                                                                                                                                                            | <b>MAY</b><br>Ad Close: 4/3<br>Material Close: 4/4                                                                       | <b>JUNE</b><br>Ad Close: 5/2<br>Material Close: 5/5                                                                                                                                                                             |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Issue Description</b>  | <b>AHR Show Preview</b>                                                                                                                                                                                         | <b>Zoning</b>                                                                                                                                                                                                                   | <b>IAQ</b>                                                                                                                                                                                                                                                             | <b>Sheet Metal Machinery</b>                                                                                                                                                                                    | <b>Building Information Modeling (BIM)</b>                                                                               | <b>Duct Fabrication</b>                                                                                                                                                                                                         |
| <b>Article Topics</b>     | <ul style="list-style-type: none"> <li>A look at the 2017 AHR Expo in Las Vegas</li> <li>Business forecast for year ahead</li> </ul>                                                                            | <ul style="list-style-type: none"> <li>How zoned HVAC systems impact duct design</li> <li>Previewing the International Roofing Expo</li> </ul>                                                                                  | <ul style="list-style-type: none"> <li>Ductwork's role in air quality</li> <li>Solving airflow problems</li> </ul>                                                                                                                                                     | <ul style="list-style-type: none"> <li>Equipment selection tips</li> <li>Safety issues</li> </ul>                                                                                                               | <ul style="list-style-type: none"> <li>Project created using BIM</li> <li>How BIM impacts sheet metal</li> </ul>         | <ul style="list-style-type: none"> <li>Project profiles</li> <li>Making better ductwork</li> </ul>                                                                                                                              |
| <b>Related Products</b>   | Fabricating equipment, plasma cutters, benders, coil lines, press brakes, welding equipment, bead-ers, notchers, presses, tools (hand and power), roll formers, Pittsburgh machines, seam formers and software. | Dampers, accessories, controls, sensors, thermostats, humidification, dehumidification equipment, meters, instruments and tools, metal roofing, copper, roofing accessories, chimney liners and caps, curbs, ladders and lifts. | Air curtains, air filters, purifiers, air cleaners, fans, coil cleaners, duct cleaning equipment, inspection devices and coils, air-handling units, diffusers, grilles, registers, blowers, makeup-air units, leak detectors, thermostats, gaskets and UV filtrations. | Fabricating equipment, plasma cutters, benders, coil lines, press brakes, welding equipment, bead-ers, notchers, presses, tools (hand and power), roll formers, Pittsburgh machines, seam formers and software. | Software, computers, machinery, CAD systems, price-estimating systems, building information modeling, HVAC system design | 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, accessories. |
| <b>Bonus Distribution</b> | AHR Expo                                                                                                                                                                                                        | IRE                                                                                                                                                                                                                             | NADCA<br>ACCA<br>MCAA                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                 | SPIDA                                                                                                                    |                                                                                                                                                                                                                                 |
| <b>Marketing Boosters</b> | <b>Must See Products</b>                                                                                                                                                                                        | <b>Must See Products</b>                                                                                                                                                                                                        | <b>Must See Products</b>                                                                                                                                                                                                                                               | <b>Must See Products</b>                                                                                                                                                                                        | <b>Must See Products</b>                                                                                                 | <b>Must See Products</b>                                                                                                                                                                                                        |
| <b>Value Added</b>        | <b>Final Cut</b>                                                                                                                                                                                                | <b>Final Cut<br/>Free Must See</b>                                                                                                                                                                                              | <b>Final Cut<br/>Contractor Spotlight</b>                                                                                                                                                                                                                              | <b>Final Cut</b>                                                                                                                                                                                                | <b>Final Cut<br/>Contractor Spotlight<br/>Free Must See</b>                                                              | <b>Final Cut</b>                                                                                                                                                                                                                |

## SPIDA Supplement



Featured in our January issue of SNIPS, this special section will contain information on the Spiral Duct Manufacturers Association, its officers and members, background and goals, as well as industry trends and project profiles. Don't miss out on this great targeted editorial opportunity!

## Must See Products

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# 2017 EDITORIAL CALENDAR

| JULY<br>Ad Close: 6/1<br>Material Close: 6/5                                                                                                                                               | AUGUST<br>Ad Close: 7/5<br>Material Close: 7/6                                                                                                                                                                  | SEPTEMBER<br>Ad Close: 8/3<br>Material Close: 8/7                                                                                                                                                         | OCTOBER<br>Ad Close: 9/1<br>Material Close: 9/6                                                                                                                                                                                                                                                                                                               | NOVEMBER<br>Ad Close: 10/3<br>Material Close: 10/6                                                                                                                                  | DECEMBER<br>Ad Close: 11/2<br>Material Close: 11/6                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Spiral Duct</b>                                                                                                                                                                         | <b>Annual Buyers Guide</b>                                                                                                                                                                                      | <b>Green HVAC</b>                                                                                                                                                                                         | <b>SMACNA Convention Preview</b>                                                                                                                                                                                                                                                                                                                              | <b>Architectural Sheet Metal</b>                                                                                                                                                    | <b>Shop Layout</b>                                                                                                                                   |
| <ul style="list-style-type: none"> <li>• A look at notable projects</li> <li>• Contractors who specialize in spiral</li> </ul>                                                             | <ul style="list-style-type: none"> <li>• Yearly listing of manufacturers, wholesalers and suppliers</li> <li>• Trade names</li> </ul>                                                                           | <ul style="list-style-type: none"> <li>• Energy-efficient products and projects</li> <li>• Applications where sustainability is important</li> </ul>                                                      | <ul style="list-style-type: none"> <li>• A preview of the 2017 SMACNA conference</li> </ul>                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>• A look at specialized sheet metal work</li> <li>• Expanding your business into architectural sheet metal</li> </ul>                        | <ul style="list-style-type: none"> <li>• Suggestions on efficiently running sheet metal shops</li> <li>• Tips on laying out your facility</li> </ul> |
| Round and flat-oval ductwork, duct insulation, panels, anti-microbial coatings, sealants, air curtains, filters, purifiers, air cleaners, coil cleaners, fans, dampers, cool metal roofing | Fabricating equipment, plasma cutters, benders, coil lines, press brakes, welding equipment, bead-ers, notchers, presses, tools (hand and power), roll formers, Pittsburgh machines, seam formers and software. | Energy-efficient HVAC equipment, air handling and ventilation products, humidification and dehumidification units, insulation, air conditioners, controls, fabric duct, duct board and zoning technology. | Adhesives and sealants, dampers, coil cleaners, duct cleaning equipment, inspection devices 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, fabric duct, sheet metal machinery. | Copper, sheet and rolled steel, standing-seam metal panels, fasteners, ladders and lifts, safety equipment, roof curbs, hand and power tools and sheet metal fabricating equipment. | Computer-aided drafting, software, coil lines, corner machines, fabricating equipment, sheet metal machinery, shop design software,                  |
| Florida Roofing & Sheet Metal Expo                                                                                                                                                         |                                                                                                                                                                                                                 |                                                                                                                                                                                                           | SMACNA Convention Metalcon                                                                                                                                                                                                                                                                                                                                    | Fabtech                                                                                                                                                                             | HARDI Annual Conference                                                                                                                              |
| <b>Must See Products</b>                                                                                                                                                                   | <b>Must See Products</b>                                                                                                                                                                                        | <b>Must See Products</b>                                                                                                                                                                                  | <b>Must See Products</b>                                                                                                                                                                                                                                                                                                                                      | <b>Must See Products</b>                                                                                                                                                            | <b>Must See Products</b>                                                                                                                             |
| <b>Final Cut Contractor Spotlight</b>                                                                                                                                                      | <b>Final Cut</b>                                                                                                                                                                                                | <b>Final Cut</b>                                                                                                                                                                                          | <b>Final Cut Contractor Spotlight</b>                                                                                                                                                                                                                                                                                                                         | <b>Final Cut</b>                                                                                                                                                                    | <b>Final Cut</b>                                                                                                                                     |

## Contractor Spotlight

**CORPORATE spotlight**

**Malco**

Malco is an inventor and manufacturer of specialized tools for the HVAC industry. We focus on the innovation and continuous improvement. Case in point, our original Mac2000 Aviation Strip and the recently introduced Mac2000 Classic. Some great performance on the working front - now "Mac" is available with a "traditional fit and leaf" handle option.

We listen! Our formal research and development process, and award-winning design team, are validated by a knowledgeable network of established manufacturers' representatives, blanket distributor and end-providers of HVAC technicians, sheet metal specialists and educators.

**Work Performs. Outlook:** The current Malco line-up of ergonomic hand tools, power-assisted tools, portable equipment and labeling systems dominates the HVAC landscape. From regional emergence of forward-looking to present-day climate control systems, Malco has been developing tools and accessories that improve productivity and promote the health and safety of hands-on pros who use them. An objective unchanged for over 65 years.

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