

2012 EDITORIAL CALENDAR

	Lawn care	Irrigation	Construction	Maintenance	Supplement	Case studies	Bonus distribution
January	PGRs	New irrigation technology	Skid-steer loaders	Zero-turn mowers	Pest Control	Convert to propane	Mid-Am; CENTS ANLA Management Clinic
February	Herbicides; adjuvants	Drip irrigation	Lighting	Riding mowers	Hardscape	Create a rain garden	GIS; PLANET Green Industry Great Escape New England Grows; CLCA
March	Fertilizer	Water features and fountains	Pavers; Retaining walls	Walk-behind mowers	Profit Booster	Relocate a tree	PLANET Student Career Days California Spring Trials
April	Insecticides	Aquatic weed control	Hydroseeding	Hydroseeders	Landscape Lighting; Tree Care	Choose business software	
May	Fungicides	Trenchers; V-plows	Compact excavators and attachments	Trimmers and edgers	Irrigation Profit Booster	Hire the right salesperson	Light Fair
June	Biologicals	Controllers; Sensors	Fireplaces/Outdoor kitchens	Blowers	Franchise Guide	Market with social media	SIMA Symposium
July	Sprayers and spreaders	Design software	Design software	Mower attachments	Holiday Lighting Snow Removal	Get a deal on a new truck	PLANET Day on the Hill; OFA
August	Aerators and dethatchers	Recycling and reclamation systems	Tractors	Mulch, groundcovers and soil amendments	Business Software Playbook	Work a trade show/home show	PANTS; Nursery Landscape Expo; Farwest
September	Disease control	Rotors; Misters; Nozzles	Tractor loader backhoes	Chainsaws	Hardscape	Manage sub-contractors	ASLA; FNATS – The Landscape Show
October	New chemical technology in the pipeline	Pipes; Pumps; Valves	Compact wheel loaders and compact track loaders	Engines; Fuel	State of the Industry	Plan routes for profit	GIE+EXPO; ITODA
November	Animal control	Two-Wire technology	Utility vehicles	Chippers/ Shredders/ Mulchers	Benchmarking Your Business	Customize your trailers	Irrigation Association Show
December	Seed and sod	Collection systems	Edging	Utility vehicles	Most Valuable Products	Phase a design/ build project	National Green Centre; OTF

Advertising closes the 1st business day of the month prior to issue cover date.

Materials are due the 5th business day of the month prior to issue cover date.



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