

A blurred photograph of two business professionals walking in a modern hallway. The person on the left is carrying a briefcase, and the person on the right is holding a folder. The background features a wall with large glass panels and a row of lockers. The floor is highly reflective, showing clear reflections of the people and the wall.

2012

WASHINGTON
BUSINESS JOURNAL

Calendar

Editorial, advertising and deadline exceptions

2012 Editorial and advertising calendar

Version **5**

Issue	Focus or special features	Lists: Newspaper / Supplement	"How-to" articles	Specials: Editorial / Advertorial	Deadline exceptions
38	Jan 6 People and Trends to Watch – <i>This special edition contains no regular weekly news, features or sections</i>		–	–	*1
39	13 FedBiz Extra*	Government technology contractors (2 pages), Largest government contractors (2 pages)	How to choose a law firm	–	–
40	20 Banking & Finance	Banks & thrifts (2 pages)	–	–	–
41	27 Venture Capital Report	Graphic design firms	How to choose a construction company	–	–
42	Feb 3 Commercial Real Estate Extra*	Office building sales, Office leases	–	–	*2
43	10 Health Care	Hospitals, Retail leases	How to choose a commercial real estate broker	<i>Corporate Anniversaries</i>	–
44	17 Education	Colleges & universities	–	–	–
45	24 Technology & Innovation	Temporary staffing companies, Commercial cleaning companies (½ page)	How to choose a health plan provider	Outstanding Directors	–
46	Mar 2 FedBiz Extra	Transportation projects	–	–	–
47	9 Law	Law firms (4 pages), Commercial printers, Media production companies	How to choose a SBA lender	–	–
48	16 Residential Real Estate	Most expensive homes sold	–	Minority Business Leader Awards	–
49	23 Non-profits	EDAs (½ page), Commercial landscaping (½ page)	How to relocate your office	<i>DC Update</i>	–
50	30 Hospitality	Hotels (4 pages)	–	–	–
51	Apr 6 Commercial Real Estate Extra	Commercial real estate developers, Class A office buildings by size, Class A office buildings by rent (2 pages)	How to choose a catering service	<i>GWCAR</i>	*2
52	13 Banking & Finance	Credit unions (2 pages), Commercial lenders	–	–	–
53	20 Health Care	Malls, Business improvement organizations (½ page),	How to choose a commercial lender	–	–
Vol. 31 1	27 Venture Capital Report	Venture capital deals, Venture capital firms	–	Best Real Estate Deals	–
2	May 4 FedBiz Extra	General contractors	How to choose an architecture firm	–	–
3	11 Education	Graduate business programs (½ page), Executive and part-time MBA programs / Corp phils by giving (2 pages), Corp phils by vol hrs, Corp phils by employee giving to the CFC through United Way Law firms by pro bono hours	–	Business Philanthropy Awards	–
4	18 Technology & Innovation	Telecom service providers, Bioscience employers	How to choose a meeting facility	–	–
5	25 Law	Law firms specializing in <i>yet-to-be-determined practice</i> **	–	–	–
6	Jun 1 Commercial Real Estate Extra	Interior construction firms	How to choose a wealth/asset management firm	Best Places to Work, <i>DC Update</i>	*2, *3
7	8 Private Banking	Residential real estate companies	–	<i>HR Leadership Awards, EOY Awards, Chambers</i>	–
8	15 Public Companies***	Publicly traded companies (4 pages), Top performing CEOs, Highest paid executives (2 pages)	How to choose a pr firm/advertising agency	–	–
9	22 Non-profits	Office moving companies (½ page)	–	–	–

* FedBiz Extra and Commercial Real Estate Extra sections replace the Focus section for the specified weeks. The regular weekly federal contracting or commercial real estate sections will feature additional features and content.

** This list is tentative. The practice (i.e. environmental or IP law) will be announced at a later date.

*** A special feature on Washington's largest public companies replaces the regular Focus section. Advertising space is limited – we recommend early booking with positioning fee to guarantee placement.

Deadline exceptions

*1: New Year's: Deadline for space reservation is Dec. 16, 2011. Artwork is due Dec. 23, 2011.

*2: Commercial Real Estate Extra: Deadline for space reservation is the Friday two weeks before publication

*3: Memorial Day: Deadline for space reservation is May 22. Artwork is due May 25.

Issue	Focus or special features	Lists: Newspaper / Supplement	"How-to" articles	Specials: Editorial / Advertorial	Deadline exceptions
10	29 Hospitality	Most expensive restaurants, Restaurant chains (½ page), Airlines, Golf courses	How to choose and accounting firm	DC Update	–
11	Jul 6 FedBiz Extra*	Largest employers (2 pages),	–	–	*4
12	13 Education	Public REITs (½ page), Busiest Metro stations	How to protect your intellectual property	–	–
13	20 Banking & Finance	Accounting firms (2 pages),	–	CFO Awards	–
14	27 Venture Capital Report	Office furniture companies (½ page), Mechanical contractors (½ page)	How to choose a telephone equipment provider	–	–
15	Aug 3 Commercial Real Estate Extra*	Engineering firms, Interior design firms, Architecture firms	–	–	*2
16	10 Health Care	HMOs & PPO plans (½ page), Foreign-owned companies	How to choose and Internet Service Provider (ISP)	–	–
17	17 Technology & Innovation	Small tech companies	–	–	–
18	24 Residential Real Estate	Wealthiest ZIP codes (2 pages), Residential real estate builders	How to choose the location and manage an executive retreat	Ready your business for an emergency	–
19	31 Law	Insurance brokers and agents, Employee benefits brokers (½ page), Corporate Counsels	–	–	–
20	Sep 7 FedBiz Extra*	Professional employer organizations, LEED certified spaces, Environ. consultants	How to choose an office supply company	Adweek	*5
21	14 Non-profits	Maryland and Virginia wineries, Highest paid local elected officials	–	–	–
22	21 Private Cos***	Private companies (4 pages)	How to choose a property management firm	Healthiest Employers, WMACCA	–
23	28 Hospitality	Catering companies, Meeting and event planners, Meeting facilities	–	Wealth Managers, DC Update	–
24	Oct 5 Commercial Real Estate Extra	Property management companies, Tenant representation firms, Electrical contractors	How to obtain a government contract	Fastest Growing Cos.	*2
25	12 Health Care	Associations (2 pages), Chambers of commerce	–	–	–
26	19 Banking & Finance	SBA lenders (2 pages), Asset managers, Securities brokers	How to choose an commercial insurance broker	–	–
27	26 Venture Capital Report	Security companies, Executive transportation services (½ page)	–	40 Under 40	–
28	Nov 2 FedBiz Extra	Labor unions (2 pages)	How to manage a merger or acquisition	DC Update	–
29	9 Education	Private day schools, IT training programs (½ page)	–	–	–
30	16 Financial planning	Title companies, Home mortgage lenders, Retirement communities	How to choose office furniture and equipment	Women Who Mean Business	–
31	23 Technology & Innovation	Advertising agencies, Radio operations, Television operations	–	–	*6
32	30 Law	Law firms specializing in yet-to-be-determined practice group**, Executive and professional recruiters	How to choose placement/recruiting firm	The Giving Guide	–
33	Dec 7 Commercial Real Estate Extra	Construction projects, CRE leasing brokerage companies	–	Entrepreneur Handbook	*2
34	14 Non-profits	Public relations firms, Highest paid nonprofit CEOs, Nonprofits by budget	How to choose office space	–	–
35	21 Hospitality	Events at the convention center, Top tourist sites	–	Book of Lists (V31#36), DC Update	–
37	28 Business person of the year – This special edition contains no regular weekly news, features or sections		–	–	*7
38	Jan 4 People and Trends to Watch – This special edition contains no regular weekly news, features or sections		–	–	*8

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Deadline exceptions

*2: Commercial Real Estate Extra: Deadline for space reservation is the Friday two weeks before publication

*4: Independence Day: Deadline for space reservation is June 26. Artwork is due June 29.

*5: Labor Day: Deadline for space reservation is August 28. Artwork is due August 31.

*6: Thanksgiving: Deadline for space reservation is November 13. Artwork is due November 16.

*7: Christmas: Deadline for space reservation is December 7. Artwork is due December 21.

*8: New Year's: Deadline for space reservation is December 14. Artwork is due December 28.

2012 Special sections deadlines

Insertion date / Section name	Advertising reservation deadline	Camera-ready artwork due
Jan 6 People and Trends to Watch issue	Dec. 16, 2011	Dec. 23, 2011
13 FedBiz Extra	Dec. 30, 2011	Jan. 6
13 DC Update	TBD	
Feb 3 Commercial Real Estate Extra	Jan. 20	Jan. 27
10 Corporate Anniversaries	Jan. 20	Jan. 27
24 Outstanding Directors	Feb. 3	Feb. 10
Mar 2 FedBiz Extra	Feb. 17	Feb. 24
23 Minority Business Leader Awards	Feb. 24	Mar. 2
30 DC Update	N/A	Mar. 23
Apr 6 Commercial Real Estate Extra	Mar. 23	Mar. 30
6 GWCAR	Mar. 16	Mar. 23
27 Best Real Estate Deals	Apr. 6	Apr. 13
May 4 FedBiz Extra	Apr. 20	Apr. 27
11 Business Philanthropy Awards	Apr. 20	Apr. 27
Jun 1 Commercial Real Estate Extra	May 18	May 25
1 Best Places to Work	May 11	May 18
1 DC Update	TBD	
8 HR Leadership Awards	May 18	May 25
8 Ernst & Young Entrepreneur of the Year Awards	May 18	May 25
Jul 6 FedBiz Extra	June 22	June 29
20 CFO Awards	June 29	July 6

Insertion date / Section name	Advertising reservation deadline	Camera-ready artwork due
29 DC Update	N/A	June 22
Aug 3 Commercial Real Estate Extra	July 20	July 27
24 Ready your business for an emergency	Aug. 3	Aug. 10
Sep 7 FedBiz Extra	Aug. 24	Aug. 31
7 Wealth Managers	Aug. 17	Aug. 24
14 Ad Week	Aug. 17	Aug. 24
21 Healthiest Employers	Aug. 31	Sept. 7
21 WMAACA	Aug. 31	Sept. 7
28 DC Update	N/A	Sept. 21
Oct 5 Commercial Real Estate Extra	Sept. 21	Sept. 28
5 Fastest Growing Companies	Sept. 14	Sept. 21
26 40 Under 40	Oct. 5	Oct. 12
Nov 2 FedBiz Extra	Oct. 19	Oct. 26
16 Women Who Mean Business	Oct. 26	Nov. 2
30 The Giving Guide	Nov. 9	Nov. 16
Dec 7 Commercial Real Estate Extra	Nov. 23	Nov. 30
7 Entrepreneur Handbook	Nov. 16	Nov. 23
21 Book of Lists	Nov. 2	Nov. 9
21 DC Update	N/A	Dec. 14
28 Business Person of the Year issue	Dec. 7	Dec. 21
Jan 4 People and Trends to Watch issue	Dec. 14	Dec. 21