

2011 EDITORIAL CALENDAR

Business Alabama

JANUARY 2011 AD SALES CLOSE: NOV. 30

- > FOCUS – Legislative & Politics
- > SPOTLIGHT – Montgomery
- > LISTING – Senators & Representatives
- > SUPPLEMENT – Elderly Care/Workforce Development

FEBRUARY 2011 AD SALES CLOSE: DEC. 30

- > FOCUS – Estate Planning & Retirement/Accounting
- > LISTING – Accounting Firms/Financial Planners
- > SPOTLIGHT – Dale & Coffee
- > SUPPLEMENT – Alabama Automotive Manufacturers Association/Diversity

MARCH 2011 AD SALES CLOSE: JAN. 31

- > FOCUS – Economic Development/International Trade
- > SPOTLIGHT – Pike, Barbour & Bullock
- > LISTING – Industrial Sites
- > SUPPLEMENT – Community Bankers Association

APRIL 2011 AD SALES CLOSE: FEB. 28

- > FOCUS – Construction/Green/Forestry & Agriculture
- > SPOTLIGHT – Covington, Butler & Crenshaw
- > LISTING – Commercial Interior Design
- > SUPPLEMENT – Cool Office Spaces/Business Law

MAY 2011 AD SALES CLOSE: MAR. 31

- > FOCUS – Meetings & Conventions/Tourism & Travel
- > SPOTLIGHT – Baldwin
- > LISTING – Hotels, Meeting Facilities
- > SUPPLEMENT – City Government

JUNE 2011 AD SALES CLOSE: APR. 29

- > FOCUS – Banking & Finance/ Private Co.
- > SPOTLIGHT – The Shoals
- > LISTING – Banks; Commercial Insurance/ Private Co.
- > SUPPLEMENT – Commercial Insurance

JULY 2011 AD SALES CLOSE: MAY 31

- > FOCUS – Healthcare
- > SPOTLIGHT – Houston
- > LISTING – Hospitals
- > SUPPLEMENT – AGC Directory

AUGUST 2011 AD SALES CLOSE: JUN. 30

- > FOCUS – Public Companies
- > SPOTLIGHT – Lee & Russell
- > LISTING – Public Co.; CEO Paychecks
- > SUPPLEMENT – Alabama Aerospace Industry Association/Best Companies to Work for in Alabama

SEPTEMBER 2011 AD SALES CLOSE: JULY 29

- > FOCUS – Higher Education
- > SPOTLIGHT – Tuscaloosa
- > LISTING – Public 2-year/4-year schools/Independent Colleges
- > SUPPLEMENT – Distance Learning

OCTOBER 2011 AD SALES CLOSE: AUG. 31

- > FOCUS – Construction
- > SPOTLIGHT – Tallapoosa & Chambers
- > LISTING – General Contractors/Subs/Architects/Engineers; Credit Unions
- > SUPPLEMENT – E-commerce & Telecommunications/Credit Unions

NOVEMBER 2011 AD SALES CLOSE: SEP. 30

- > FOCUS – Legal/Defense
- > SPOTLIGHT – Madison
- > LISTING – Law Firms
- > SUPPLEMENT – Philanthropy Matters

DECEMBER 2011 AD SALES CLOSE: OCT. 31

- > FOCUS – Health & Wellness/Family Owned Businesses
- > SPOTLIGHT – Mobile
- > LISTING – Commercial Real Estate Companies
- > SUPPLEMENT – Commercial Real Estate

**Please see your account representative for full details. Materials are due one week after closing.*

***Editorial content is subject to change*