

2012 EDITORIAL CALENDAR

February

Space closing: **January 9**
 Material closing: **January 16**
 Publishing date: **February 8**

- Textile Printing
- Illumination
- Wayfinding
- Outdoor Sign Installation

April

(The Spring Show Issue)

Space closing: **February 17**
 Material closing: **February 24**
 Publishing date: **March 20**

- Wide Format Printing
- Interactive Digital Signage
- Routers
- Substrates

May

Space closing: **April 13**
 Material closing: **April 20**
 Publishing date: **May 15**

- Digital Printing
- Illumination
- Vehicle Graphics
- Point-of-Purchase (POP) Displays

July

Signet AdStudy

Space closing: **June 11**
 Material closing: **June 18**
 Publishing date: **July 11**

- Super-wide Format Printing
 - Digital Sign Systems
 - Lamination
 - Accessibility Signage
- National Sign Competition Results**

September

(The Fall Show Issue)

Space closing: **August 7**
 Material closing: **August 14**
 Publishing date: **September 6**

- Dye-Sublimation Printing
- Illumination
- Vinyl Graphics
- Exhibits/Displays

November

Space closing: **October 4**
 Material closing: **October 11**
 Publishing date: **November 5**

- Digital Printing
 - Video Displays
 - Routers/Engravers
 - Sign Faces
- Salary Survey Results**

Buyers' Guide

Space closing: **November 21**
 Material closing: **November 28**
 Publishing date: **January 3, 2013**

- State of the Industry Updates: Illumination, Printing, OOH Advertising, Digital Signage

DEPARTMENTS

- Industry News
- Shop Talk
- Signmaker Profiles
- 'How To' Photo Essays
- New Products
- Last Impression



This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.