

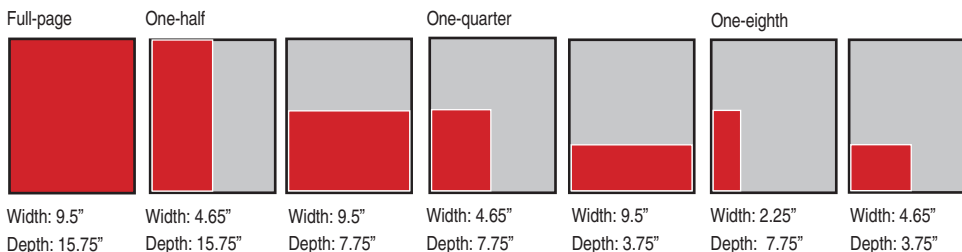


2012

FOCUS ON EDITORIAL CALENDAR

ISSUE	THEME	PUBLISH	DEADLINE
JANUARY	Greater Milwaukee	January 31	January 13
FEBRUARY	Sustainability	February 29	February 10
MARCH	Greater Madison	March 30 <i>Diversity Networking Event</i>	March 16
APRIL	Industry Insider Top Projects-April 19	April 30 April 20	April 13 March 12
MAY	Subcontracting	May 31	May 11
JUNE	Fox Valley	June 29	June 11
JULY	Industry Insider Construction Law	July 27 July 31	July 13 July 6
		<i>Wisconsin Law Journal and The Daily Reporter combine forces for a total readership of more than 10,000 construction and legal professionals</i>	
AUGUST	Sustainability	August 31	August 13
SEPTEMBER	Education	September 28 <i>Diversity Networking Event</i>	September 10
OCTOBER	Industry Insider Newsmakers-October 25	October 31 October 26	October 17 October 1
NOVEMBER	Technology	November 30	November 12
DECEMBER	Construction Unwrapped	December 28	December 10

AD DIMENSIONS



Size	Open	6x	12x
Full Page	1192	1075	965
1/2 Page	701	665	598
1/4 Page	466	433	402
1/8 Page	261	247	230