

EDITORIAL CALENDAR 2011

JANUARY

January 1st, 2011

Focus: Safety

Space Deadline: November 30, 2010

Material Deadline: December 15, 2010

January 15th issue

Focus: EXPO 2011 – Tampa, FL

Space Deadline: December 15, 2010

Material Deadline: December 31, 2010

FEBRUARY

February 1st & 15th Combo Issue

Focus: Post EXPO News

Space Deadline: January 7, 2011

Material Deadline: January 21, 2011

MARCH

March 1st

Focus: Surveillance Systems & Equipment

Space Deadline: February 1, 2011

Material Deadline: February 12, 2011

March 15th

Focus: Power Train

Space Deadline: February 15, 2011

Material Deadline: February 26, 2011

APRIL

April 1st

Focus: HVAC Systems

Space Deadline: March 1, 2011

Material Deadline: March 12, 2011

April 15th

Focus: Coach Interiors

Space Deadline: March 15, 2011

Material Deadline: March 26, 2011

MAY

May 1st

Focus: Coach Refurbishing

Space Deadline: April 5, 2011

Material Deadline: April 16, 2011

May 15th

Focus: Midsize & Trolley Buses

Space Deadline: April 19, 2011

Material Deadline: April 30, 2011

JUNE

June 1st

Focus: Coach Graphics / Bus Wraps

Space Deadline: May 3, 2011

Material Deadline: May 14, 2011

June 15th

Focus: Coach Cleaning Systems

Space Deadline: May 10, 2011

Material Deadline: May 28, 2011

JULY

July 1st

Focus: Improving Driver Performance

Space Deadline: May 31, 2011

Material Deadline: June 11, 2011

July 15th

Focus: Alternators & Electrical

Space Deadline: June 14, 2011

Material Deadline: June 25, 2011

AUGUST

August 1st

Focus: A/V & Equipment

Space Deadline: July 5, 2011

Material Deadline: July 16, 2011

August 15th

Focus: Seats / Seating Fabrics

Space Deadline: July 19, 2011

Material Deadline: July 30, 2011

SEPTEMBER

September 1st

Focus: Restrooms

Space Deadline: August 2, 2011

Material Deadline: August 13, 2011

September 15th

Focus: Insurance

Space Deadline: August 16, 2011

Material Deadline: August 27, 2011

OCTOBER

October 1st

Focus: Tour & Charter Software

Space Deadline: September 6, 2011

Material Deadline: September 17, 2011

October 15th

Focus: Financing / Leasing

Space Deadline: September 20, 2011

Material Deadline: October 1, 2011

NOVEMBER

November 1st

Focus: Wheelchair Lifts

Space Deadline: October 4, 2011

Material Deadline: October 15, 2011

November 15th

Focus: Collision Repair

Space Deadline: October 18, 2011

Material Deadline: October 29, 2011

DECEMBER

December 1st

Focus: Vehicle Lifts

Space Deadline: November 1, 2011

Material Deadline: November 12, 2011

December 15th

Focus: GPS / Fleet Tracking

Space Deadline: November 15, 2011

Material Deadline: November 26, 2011

Bus & Motorcoach NEWS

2200 N. Yarbrough, Suite B, Box No. 336 • El Paso, TX 79925 • 866-930-8426 • redboots44@aol.com