



# 2020 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL
<b>ISSUE FOCUS</b>	Invasive Insects	Annual Termite Control Issue	Ants/Termites	Annual Ant Control Issue
Additional Topics	<ul style="list-style-type: none"> <li>• Foam Technologies in Termite Control</li> <li>• Equipment for the New Season</li> <li>• Pheromones in Commercial Accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Termite News &amp; Notes</li> <li>• Regulatory/Legislative Update</li> <li>• Rodent Control Virtual Conference Coverage</li> <li>• Insect Monitoring in Food Plants</li> </ul>	<ul style="list-style-type: none"> <li>• Spring Survival Guide</li> <li>• Emerging/Invasive Termites</li> <li>• Ant Research Update</li> <li>• Meet the Beetles</li> <li>• Bed Bug Control in Sensitive Environments</li> </ul>	<ul style="list-style-type: none"> <li>• Ant Control in Challenging Accounts</li> <li>• Bird Control Update</li> <li>• Perimeter Pest Control Programs</li> <li>• Preparing for Tick Season: What You Need to Do Now</li> </ul>
Bonus Distribution		NPMA Legislative Day		UPFDA Spring Conference
Supplement	Mergers & Acquisitions Supplement	Readex Ad Readership/Brand Awareness Study for Full-Page Advertisers	<ul style="list-style-type: none"> <li>• Bed Bug Supplement</li> <li>• Mosquito Control Supplement</li> </ul>	Technology Supplement
Closing Date	December 4	January 3	February 5	March 5
Material Due Date	December 11	January 10	February 12	March 12

	MAY	JUNE	JULY	AUGUST
<b>ISSUE FOCUS</b>	PCT Top 100 List	Annual Fly Control Issue	Annual Cockroach Control Issue	Annual Rodent Control Issue
Additional Topics	<ul style="list-style-type: none"> <li>• 10 Tips for Ant Management</li> <li>• Mosquitoes: Marketing Your Public Health Services</li> <li>• Best Management Practices for PMP Recruitment &amp; Retention</li> </ul>	<ul style="list-style-type: none"> <li>• Fly Control: New Technology Update</li> <li>• Bed Bug News &amp; Notes</li> <li>• Why Marketing Matters</li> <li>• Summer Pests Take No Vacations</li> </ul>	<ul style="list-style-type: none"> <li>• Cockroach Control: Back to Basics</li> <li>• Focus on Fleas</li> <li>• Ticks in the News</li> <li>• Fall Invaders: Are You Ready?</li> </ul>	<ul style="list-style-type: none"> <li>• Rodent Infestation Hot Spots</li> <li>• Stinging Insects</li> <li>• Exclusion Products and Best Practices</li> <li>• Documentation Accuracy: Why it Matters</li> </ul>
Bonus Distribution		NPMA Academy		
Supplement	Mosquito Control Supplement	Bed Bug Supplement		
Closing Date	April 3	May 4	June 4	July 6
Material Due Date	April 10	May 11	June 11	July 13

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>ISSUE FOCUS</b>	Urban Wildlife Control	NPMA PestWorld Convention Issue	2021 Business Handbook	Bed Bugs
Additional Topics	<ul style="list-style-type: none"> <li>• How to Perform an Urban Wildlife Inspection</li> <li>• Preventing Technicians from Taking Home Bed Bugs</li> <li>• Social Media Tips</li> </ul>	<ul style="list-style-type: none"> <li>• Spiders: Fact Vs. Fiction</li> <li>• What's New in Technology?</li> <li>• Fleet Management: Why it Matters</li> <li>• Aerosol Product Guide</li> </ul>	<ul style="list-style-type: none"> <li>• Safety Protocols/ Best Practices</li> <li>• Marketing to Today's Customer</li> <li>• Sales Tips for Technicians</li> <li>• Before You Buy a New Truck</li> </ul>	<ul style="list-style-type: none"> <li>• NPMA PestWorld Report</li> <li>• Technician of the Year Awards</li> <li>• Talking to Customers About Bed Bug Infestations</li> <li>• Vehicle Wrap Winners</li> </ul>
Bonus Distribution	Bed Bug Supplement at NPMA Global Bed Bug Summit	NPMA PestWorld	NPMA Global Bed Bug Summit	Purdue Conference
Supplement	Bed Bug Supplement	PCT Convention Extra		Bed Bug Supplement
Closing Date	August 3	September 3	October 5	November 5
Material Due Date	August 10	September 10	October 12	November 12