

2010 EDITORIAL CALENDAR

JANUARY

January 15 Deadline: January 1
 ROP (Main Section): **Tax Issues**
 New Jersey: **Southern NJ**
 Pennsylvania: **Eastern PA**
Green Awareness

January 29 Deadline: January 15
 ROP (Main Section): **DelMarVa featuring New Castle Cty., DE**
 * Shopping Centers: **Mid Atlantic ICSC Idea Exchange**
 Contractors, Owners & Managers: **Building Services/Suppliers**
 Spotlight: **Economic Development**

FEBRUARY

February 12 Deadline: January 29
 * ROP (Main Section): **Property Management featuring IREM**
 New Jersey: **Central NJ**
 Pennsylvania: **Western PA**
Green Awareness
Creative Financing

February 26 Deadline: February 12
 ROP (Main Section): **DelMarVa featuring Baltimore, MD**
 Shopping Centers: **Top Retail Deals "2009"**
 Contractors, Owners & Managers: **Building Safety & Security**
 Spotlight: **Commercial Office Properties**

MARCH

March 12 Deadline: February 26
 ROP (Main Section): **PR Firms and Media Agencies**
 New Jersey: **Northern NJ**
 Pennsylvania: **Central PA**
Green Awareness
 * **MBA NJ Conference**

March 26 Deadline: March 12
 ROP (Main Section): **DelMarVa featuring Virginia**
 Shopping Centers: **Retail Experts**
 * Contractors, Owners & Managers: **POA Expo & AAGP**
 Spotlight: **Best of 2009 also Technology and The Internet**

APRIL

April 9 Deadline: March 26
 ROP (Main Section):
 New Jersey: **Southern NJ**
 Pennsylvania: **Eastern PA**
Green Awareness
1031/Like Kind

April 23 Deadline: April 9
 ROP (Main Section): **DelMarVa featuring Financing/Banking**
 Shopping Centers: **Vegas ReCon ICSC Convention**
 Contractors, Owners & Managers: **Construction Law/Cost Overruns**
 Spotlight: **Spring Preview**

MAY

May 14 Deadline: April 30
 * ROP (Main Section): **NJAA Expo**
 New Jersey: **Central NJ**
 Pennsylvania: **Western PA**
Green Awareness

May 28 Deadline: May 14
 ROP (Main Section): **DelMarVa featuring New Castle Cty., DE**
 Shopping Centers: **Retail Architecture, Construction & Engineering**
 Contractors, Owners & Managers: **Contractors and Subcontractors**
 Spotlight: **Industrial/Distribution Centers**

JUNE

June 11 Deadline: May 28
 ROP (Main Section):
 New Jersey: **Northern NJ**
 Pennsylvania: **Central PA**
Green Awareness
Appraisal Spotlight

June 25 Deadline: June 11
 ROP (Main Section): **DelMarVa featuring Virginia**
 Shopping Centers: **Retail Profiles/Retail Organizations**
 Contractors, Owners & Managers: **Building Facilities Maintenance**
 Spotlight: **Mid Year Review**

ROP — Run of the Paper is the first section in each issue.

This covers news for all five states and offers prime advertising positioning.

Editorial Requirements: Press Release 250-400 words with property photo and broker photos.

Expert Articles: 550 words with author headshot and 25 word bio. **Deadline: 14 days prior to publication date**

* **Bonus Distribution at: International Council of Shopping Centers, POA, AAGP, NJAA Expo, ACRES, MBA, Building and Facility Management, IREM, TriState**

Joe Christman | Publisher | jchristman@marejournal.com | 781.871.5298 x202
Mid Atlantic Real Estate Journal | P.O. Box 26 Accord, MA 02018
312 Market St. Rockland, MA 02370 (overnight) | Toll Free 800.548.1062 | Fax 781.871.5299

2010 EDITORIAL CALENDAR

JULY

July 9 Deadline: **June 25**
 ROP (Main Section):
 New Jersey: **Southern NJ**
 Pennsylvania: **Eastern PA**
Green Awareness
Commercial Real Estate Law

July 23Deadline: **July 9**
 ROP (Main Section): **DelMarVa featuring Maryland**
 * Shopping Centers: **Ohio, W. Virginia ICSC Idea Exchange**
 Contractors, Owners & Managers: **Architects/Engineers**
 Spotlight: **Commercial Brokerage Directory**

AUGUST

August 13Deadline: **July 30**
 ROP (Main Section):
 New Jersey: **Central NJ**
 Pennsylvania: **Western PA**
Green Awareness
 * **MBA PA Conference**

August 27Deadline: **August 13**
 ROP (Main Section): **DelMarVa featuring Washington DC**
 Shopping Centers: **PA/NJ/DE Idea Exchange**
 Contractors, Owners & Managers: **Building Services/Suppliers**
 Spotlight: **Property Management**

SEPTEMBER

September 10 Deadline: **August 27**
 ROP (Main Section):
 New Jersey: **Northern NJ**
 Pennsylvania: **Central PA**
Green Awareness
Multifamily Financing

September 24Deadline: **September 10**
 ROP (Main Section): **DelMarVa featuring Virginia**
 * Shopping Centers: **Retail Design Competition/VA ICSC Idea Exchange**
 Contractors, Owners & Managers: **Roofing/Waterproofing**
 Spotlight: **Fall Preview**

OCTOBER

October 8..... Deadline: **September 24**
 ROP (Main Section):
 New Jersey: **Southern NJ**
 Pennsylvania: **Eastern PA**
Green Awareness
Appraisal Spotlight

October 22..... Deadline: **October 8**
 ROP (Main Section): **DelMarVa featuring Kent County, DE**
 Shopping Centers: **Retail Services/Suppliers**
 * Contractors, Owners & Managers: **MABFM '10**
 Spotlight: **Executive Women in Business**

NOVEMBER

November 12.....Deadline: **October 29**
 ROP (Main Section):
 New Jersey: **Central NJ**
 Pennsylvania: **Western PA**
Green Awareness
Lenders Directory

November 26.....Deadline: **November 12**
 ROP (Main Section): **DelMarVa featuring Baltimore, MD**
 * Shopping Centers: **NY ICSC Deal Making**
 Contractors, Owners & Managers: **Parking Lot Maintenance**
 Spotlight: **Professional Services**

DECEMBER

December 10 Deadline: **November 26**
 ROP (Main Section):
 New Jersey: **Northern NJ**
 Pennsylvania: **Central PA**
Green Awareness
Insurance/Title

December 24Deadline: **December 10**
 ROP (Main Section): **DelMarVa featuring Virginia**
 Shopping Centers: **Best SC POM/DOM of 2010**
 Contractors, Owners & Managers: **Renovation/Restoration**
 Spotlight: **Annual Review**

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