

2010 Business Record Editorial & Advertising Calendar

“Business Record is our media choice for educating business decision makers on ADi’s print management expertise and it delivers the results we want.”

– Douglas P. Freeman
President & CEO,
ADi Group

JANUARY		Special Section or Supplement	Event
4	Motivation & Self Improvement		Book of Lists Unveiling - 1/7
11	Women to Watch		
18	2010 Leading Industries	Workplace Diversity Special Section	
25	Technology	Health /Fitness/Wellness Special Section, One Voice	Economic Forecast - 1/26

FEBRUARY		Special Section or Supplement	Event
1	Economic Forecast 2010		
8	Insurance & Benefits	Who's Who in Health Care, Business Over Lunch/Dinner Special Section	
15	Engineering	National Engineers Week Special Section	Power Breakfast #1
22	Forty Under 40 Profiles	One Voice	

MARCH		Special Section or Supplement	Event
1	Banking & Finance		Forty Under 40 - 3/2
8	Education, Training & Workforce Development	Who's Who in Business Consulting	
15	Retirement & Investment		
22	Legal Issues	Who's Who in Construction, Business Parks Special Section, One Voice	
29	Largest Construction Projects 2010	CEO Perspectives Supplement, Golf Special Section	

APRIL		Special Section or Supplement	Event
5	Small Business	Who's Who in Technology, CRE I	
12	Energy Issues	Earth Day Special Section	CRE Trends - 4/13
19	Healthcare (Fittest Execs Progress Report)		
26	Travel & Tourism	Event Planning Special Section, One Voice	

MAY		Special Section or Supplement	Event
3	Office Design & Technology		Best Places to Work
10	Readers' Survey	Best Places to Work	
17	Building & Construction		
24	Healthy Lifestyles	Business Over Lunch/Dinner Special Section, One Voice	
31	Workplace Diversity Issues		

JUNE		Special Section or Supplement	Event
7	Branding Your Business	Anniversaries Special Section	
14	Going Green	Who's Who in Architecture	Power Breakfast #2
21	Social Media	One Voice	
28	Living and Working Downtown		

DEADLINES

Weekly ROP advertising deadline for both space commitment and camera-ready materials is **Wednesday at 12:00 p.m.** the week prior to the Monday publication.

Proofs must be corrected and approved by **Thursday at 12:00 p.m.** the week prior to publication.

JULY

	Special Section or Supplement	Event
5	Health, Fitness, Wellness	
12	Transportation & Trade	Who's Who in Insurance
19	Technology	Who's Who in Women Business Ownership
26	Banking & Finance	

AUGUST

	Special Section or Supplement	Event
2	Women of Influence	Who's Who in Law
9	Best of Des Moines I	Women of Influence
16	Best of Des Moines II	
23	Building and Construction	One Voice
30	Workforce Retention & Recruitment	Giving Back Special Section

SEPTEMBER

	Special Section or Supplement	Event
6	Arts & Entertainment	Business Over Lunch/Dinner Special Section
13	Entrepreneurial Success Stories	Family Owned Businesses Special Section Power Breakfast #3
20	Banking & Finance	
27	Employee Benefits Planning	One Voice

OCTOBER

	Special Section or Supplement	Event
4	Gaming	Who's Who in Wealth Management, CRE II
11	4th Quarter Retail Forecast	
18	Education, Training & Workforce Development	
25	Architecture	One Voice

NOVEMBER

	Special Section or Supplement	Event
1	Investments & Tax Planning	
8	Regional Economic Development	Corporate & Luxury Gift Guide
15	Food, Wine & Uptown Restaurants	Business Over Lunch/Dinner Special Section
22	Management Development & Team Building	One Voice
29	The Art of the Big Deals	Who's Who in Marketing

DECEMBER

	One Voice	Event
6	Specialized Healthcare	Pillars of Philanthropy
13	Life Sciences, Biotech, Advanced Manufacturing	Who's Who in Credit Unions
20	Minority-Owned Businesses	
27	Business News Makers 2010	One Voice

“I’ve been reading the *Business Record* for as long as I’ve been at West Bank (27 years). This is something I look forward to every week. It gives me **volumes of information** and keeps me abreast of **what’s going on in the business community**. If you don’t currently get the *Business Record* or are an occasional reader, I strongly suggest you sign up, then take the time to really read it. **You won’t be disappointed.**”

– Ron Degen
Sr. Vice President,
West Bank