

# 2010 Editorial Calendar

All issues mail to Sound & Communications' full readership.

Month	Systems for:	Show coverage and features:	Technology and applications:	Ad Space:	Ad Materials:
January	Multi-System Integration		Distributed systems, IT/networked systems, control centers, education and training facilities.	12/15	12/22
February	Government Facilities and Public Works	Digital Signage Expo issue and product debuts	Legislative chambers, courthouses, airports, command centers, hospitals, etc.	1/14	1/21
March	Theme Parks and Attractions	13th annual Worship Center AV Survey report (insert), NAB issue	AV used throughout these facilities.	2/16	2/23
April	Worship Centers	Digital Signage Expo Wrap-Up	AV presentation, streaming and public address.	3/16	3/23
May	Schools and Colleges	InfoComm issue and product debuts	Presentation, distance learning, auditorium systems, digital signage, routing and control.	4/16	4/23
<b>Special Issue IT/AV Report Spring 2010</b>		Bonus distribution at InfoComm and InfoComm IT/AV training courses	Technology and applications related to the convergence of IT and AV.	4/16	4/23
June	Theaters and Auditoriums	NAB review	Municipal facilities, schools and stand-alone venues.	5/14	5/21
July	Retail Environments	25th annual Commercial Systems Integration Survey report (insert)	Communication systems, background music, digital signage and security.	6/16	6/23
August	Corporate Facilities	InfoComm Wrap-Up	Conferencing/boardroom presentation and integrated AV.	7/16	7/23
<b>Special Issue IT/AV Report Fall 2010</b>		Bonus distribution at Fall BICSI, AES and InfoComm IT/AV training courses	Technology and applications related to the convergence of IT and AV.	8/2	8/9
September	Entertainment Venues	CEDIA issue	Performing arts, museums and other venues designed with public entertainment in mind.	8/13	8/20
October	Hotels and Restaurants	LDI issue, AES issue	AV systems, background music, digital signage, room combining, integrated systems, presentation and public address.	9/16	9/23
November	Stadiums and Arenas		Control systems, digital signage, public address and distributed AV systems.	10/15	10/22
December	Large Commercial Buildings and Offices	2011 Technology Forecast	Presentation systems, public address, soundmasking and conferencing.	11/16	11/23
December	2011 <i>Blue Book</i> 51st Edition	Bonus distribution at Digital Signage Expo and InfoComm in 2011.	Annual sourcebook of manufacturers and suppliers.	10/25	11/10

## Monthly in *Sound & Communications*:

### House of Worship: Business

by David Lee Jr., PhD: the business of the worship market.

### Sign Age

by Shonan Noronha, EdD: in-depth details of digital signage applications.

### Sight Lines

by Gary Kayye, CTS: applications of today's audiovisual technology.

### Sound Advice

by Peter Mapp, FASA, FAES: the scientific and technical foundations of audio.

### Down to Business

by David McNutt: the big picture as it relates to commercial systems integration.