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2009 EDITORIAL CALENDAR



JANUARY	Special Issue → Top 10 Web Sites Mechanical: <i>Fuel Pump Manufacturers Provide Online Resources for Technicians</i> Collision: <i>Future of Salvage Parts Use</i> Management: <i>Red Light, Yellow Light, Green Light: What Kind of State Is Your Business In?</i>	ADVERTISING DEADLINES	Ad closing Nov. 28 Ad material due Dec. 3 Estimated Ship/Mail Jan. 2
FEBRUARY	Mechanical: <i>Touching the Future by Serving on Advisory Boards</i> Collision: <i>Proper Paintless Dent Repair Estimating</i> Management: <i>It's All About the Customer: How Are They Doing?</i>	ADVERTISING DEADLINES	Ad closing Jan. 2 Ad material due Jan. 7 Estimated Ship/Mail Jan. 28
MARCH	Special Issue → Membership Issue Spectacular! Mechanical & Collision: <i>Power of Belonging to ASA</i> Management: <i>The Multi-Generational Workplace</i>	ADVERTISING DEADLINES	Ad closing Jan. 30 Ad material due Feb. 4 Estimated Ship/Mail Feb. 25
APRIL	Mechanical: <i>Constantly Variable Torque Transmissions</i> Collision: <i>Deciphering "Assignment of Proceeds"</i> Management: <i>Everyone Loves Consistency – Designing and Implementing Systems and Processes</i>	ADVERTISING DEADLINES	Ad closing March 6 Ad material due March 11 Estimated Ship/Mail April 1
MAY	Special Issue → Technology Issue Mechanical: <i>Update on Tire Pressure Monitoring Systems</i> Collision: <i>What is Reflashing and How Can It Become a Revenue Source?</i> Management: <i>Best-Kept Secrets to Selling Maintenance</i>	ADVERTISING DEADLINES	Ad closing April 3 Ad material due April 8 Estimated Ship/Mail April 29
JUNE	Special Issue → Green Issue Mechanical: <i>Servicing Hybrids: What Your Shop Needs to Know</i> Collision: <i>Collision Shops Face Structural Material Challenges</i> Management: <i>The Great Divide: Is Your Shop Thriving or Surviving?</i>	ADVERTISING DEADLINES	Ad closing May 1 Ad material due May 6 Estimated Ship/Mail May 28

"I look forward to *AutoInc.* more than any other publication I get. I consider it 'my magazine' since it contains more things that are of importance to me than any other. I enjoy reading about other shops, the issues that ASA is working on and the management tips. It's a valuable member benefit."

George Witt, AAM, Owner

GEORGE WITT SERVICES INC., LINCOLN, NEB.



JULY	Special Issue → Software Issue	ADVERTISING DEADLINES	Ad closing	June 5
	Mechanical: <i>Female Customers – Friends or Foes?</i>		Ad material due	June 10
	Collision: <i>Development of Collision Repair Standards</i>		Estimated Ship/Mail	July 1
	Management: <i>Walk the Talk ... Guide to Ethical Management</i>			

AUGUST	Special Bonus Distribution	ADVERTISING DEADLINES	Ad closing	July 3
	Mechanical: <i>Being Coolant Savvy: Avoid Mistakes and Get it Right the First Time</i>		Ad material due	July 8
	Collision: <i>Exploring New Business Opportunities for Collision Shops</i>		Estimated Ship/Mail	July 29
	Management: <i>The Day After Training ... Now What?</i>			

SEPTEMBER	Special Issue → Dot-Com Issue	ADVERTISING DEADLINES	Ad closing	July 31
	Mechanical & Collision: <i>Dot-Com Issue: Harnessing the Web 2.0</i>		Ad material due	Aug. 5
	Management: <i>Winning Women Customers</i>		Estimated Ship/Mail	Aug. 26

OCTOBER	Special Issue → NACE/CARS Show Issue	ADVERTISING DEADLINES	Ad closing	Sept. 4
	Mechanical & Collision: <i>Marketing to Generation X&Y</i>		Ad material due	Sept. 10
	Management: <i>Supervisor, Manager or Leader: Which Are You?</i>		Estimated Ship/Mail	Sept. 30

NOVEMBER	Mechanical: <i>Service Information is a State of Mind</i>	ADVERTISING DEADLINES	Ad closing	Oct. 2
	Collision: <i>Rekeying of Estimates</i>		Ad material due	Oct. 7
	Management: <i>Five Unique Sources for Job Candidates</i>		Estimated Ship/Mail	Oct. 28

DECEMBER	Special Issue → "How's Your Business?" Survey Issue	ADVERTISING DEADLINES	Ad closing	Oct. 30
	Mechanical & Collision: <i>Results of ASA's Annual "How's Your Business?" Survey</i>		Ad material due	Nov. 4
	Management: <i>Implementing a Top-Notch Billables/Receivables Department</i>		Estimated Ship/Mail	Nov. 25

JANUARY 2010	ADVERTISING DEADLINES	Ad closing	Nov. 27
		Ad material due	Dec. 2
		Estimated Ship/Mail	Jan. 4