



2009 EDITORIAL CALENDAR - FIRST QUARTER

| DATE OF ISSUE | SPACE CLOSE | MATERIALS CLOSE | SPECIAL REPORTS & SPECIAL SUPPLEMENTS | TECHNOLOGY SPECIAL REPORTS | CUSTOM PUBLISHING | EVENTS & LOCATIONS | DATE OF EVENT |
|---------------|-------------|-----------------|--------------------------------------------------------------------------------------------|--------------------------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Jan. 5 | Dec. 25 | Dec. 29 | 1. <i>CES</i> 2. New Rules of Engagement 3. 60th Tech Emmy Awards 4. Viewer Watch | | | CES, Las Vegas B&C Tech and Engineering Emmy's | 1/8 - 11 1/7 |
| Jan. 12 | Jan. 1 | Jan.5 | The Business of TV Online | | | | |
| Jan. 19 | Jan. 8 | Jan. 12 | 1. <i>Pre-NATPE</i> 2. HD Special | | | | |
| Jan. 26 | Jan. 5 | Jan. 19 | 1. <i>NATPE</i> 2. <i>NATPE Legacy Awards</i> | Technology Behind Superbowl & Sports | | NATPE NATPE Luncheon | 1/26 - 29 1/27 |
| Feb. 2 | Jan. 22 | Jan. 26 | <i>Post-NATPE</i> | | | | |
| Feb. 9 | Jan. 29 | Feb. 2 | Religious & Faith Based | Newsroom Spotlight | | | |
| Feb. 16 | Feb. 5 | Feb. 9 | 1. Local News - New Rev Focus 2. HD Special | | Multicultural Guide w/Multi | | |
| Feb. 23 | Feb. 12 | Feb. 16 | Golden Mike Honoree | Traffic Systems & Billing | | | |
| Mar. 2 | Feb. 19 | Feb. 23 | Multicast Programming | | | AAAA Media Conference and Trade Show Competitive TV Summit | 3/4 - 6 3/4 - 5 |
| Mar. 9 | Feb. 26 | Mar. 2 | HD Special | HD Technology | | | |
| Mar. 16 | Mar. 5 | Mar. 9 | | | | | |
| Mar. 23 | Mar. 12 | Mar. 16 | 1. <i>Pre-NCTA</i> | Shopping List for Networks | | TVB | 3/27 |
| Mar. 30 | Mar. 19 | Mar. 23 | 1. <i>NCTA</i> 2. Daytime Emmys | Shopping List for Station Groups | | CABLE CONNECTION-SPRING WASHINGTON, D.C. The Cable Show, SCTE-ET Emerging Technologies, Cable Labs Conference, CAB Conference, WICT Leadership Conference, Cable Pioneers Dinner, NAMIC Awards Breakfast, Cable Positive Reception, MCN/B&C Multicultural Breakfast. | 4/1 - 7 |



2009 EDITORIAL CALENDAR - SECOND QUARTER

| DATE OF ISSUE | SPACE CLOSE | MATERIALS CLOSE | SPECIAL REPORTS & SPECIAL SUPPLEMENTS | TECHNOLOGY SPECIAL REPORTS | CUSTOM PUBLISHING | EVENTS & LOCATIONS | DATE OF EVENT |
|---------------|-------------|-----------------|----------------------------------------------------------------------------------------------------|-----------------------------|------------------------------------------------|---------------------------------------------------------------|---------------------|
| April 6 | Mar. 26 | Mar. 30 | 1. <i>Post-NCTA</i> | News and Station Operations | | CTAM Research Conference Washington, D.C. | 4/5 - 7 |
| April 13 | April 2 | April 6 | 1. <i>Pre-NAB</i> | | | | |
| April 20 | April 9 | April 13 | 1. <i>NAB</i> 2. Top 25 Station Groups 3. Technology Leadership Awards 4. The Green Issue | | | NAB, Las Vegas NAB- Tech Leadership | 4/18 - 23 4/20 |
| April 27 | April 16 | April 20 | 1. <i>Post-NAB</i> | | Broadband Video Content Guide | | |
| | | | | | | | |
| May 4 | April 22 | April 27 | | | | | |
| May 11 | April 29 | May 4 | GM Advancements Profile | | | | |
| May 18 | May 7 | May 11 | 1. VOD 2. Peabody Awards | VOD | | Peabody Awards | 5/18 |
| May 25 | May 14 | May 18 | | | Guide to Networks on the Rise w/Multi | | |
| | | | | | | | |
| June 1 | May 21 | May 25 | | Newsroom Spotlight | | | |
| June 8 | May 28 | June 1 | 1. Next Wave of Leaders 2. Emmy Nomination Insider | | | Supercomm, Chicago Service to America, Washington, D.C. | 6/8 - 11 6/8 |
| June 15 | June 4 | June 8 | Promax Brand Builders | | | Promax, NYC Brand Builders w/ Promax | 6/16 - 6/18 6/16 |
| June 22 | June 11 | June 15 | | | Spring Hispanic Guide w/Multi | Daytime Emmys | 6/20 |
| June 29 | June 18 | June 22 | <i>No Issue</i> | | | | |



2009 EDITORIAL CALENDAR - THIRD QUARTER

| DATE OF ISSUE | SPACE CLOSE | MATERIALS CLOSE | SPECIAL REPORTS & SPECIAL SUPPLEMENTS | TECHNOLOGY SPECIAL REPORTS | CUSTOM PUBLISHING | EVENTS & LOCATIONS | DATE OF EVENT |
|---------------|-------------|-----------------|-------------------------------------------------------------------|----------------------------------------------|-----------------------------|-----------------------------------|-----------------|
| July 6 | June 25 | June 29 | | | | | |
| July 13 | July 2 | July 6 | | Future of Mobile TV | | | |
| July 20 | July 9 | July 13 | WORLD CUP 2010: One Year and Counting | | | | |
| July 27 | July 16 | July 20 | 1. Emmy Special 2. TCA Awards | Station Automation | Multicast Programming Guide | Independent Show, Dallas, TX | 7/27 - 29 |
| | | | | | | | |
| Aug. 3 | July 23 | July 27 | | | | | |
| Aug. 10 | July 30 | Aug. 3 | Emmy Special | | | | |
| Aug. 17 | Aug. 6 | Aug. 10 | <i>No Issue</i> | | | | |
| Aug. 24 | Aug. 13 | Aug. 17 | 1. Stock Footage Service Savers 2. The Sports Issue | 1. Newsroom Spotlight 2. The Sports Issue | Religious Guide w/Multi | | |
| Aug. 31 | Aug. 20 | Aug. 24 | <i>No Issue</i> | | | | |
| | | | | | | | |
| Sept. 7 | Aug. 27 | Aug. 31 | 1. Broadcaster of the Year 2. Broadcast Network Season Preview | IBC Preview | | TVB Fall Confernce IBC, Amsterdam | 9/10 9/10-15 |
| Sept. 14 | Aug. 3 | Sept. 7 | New Syndie Sales Models | | | Hispanic Cable Fall Kick Off | 9/15 |
| Sept. 21 | Sept. 10 | Sept. 14 | | HD Tech Special | | Hispanic Summit, NYC | 9/23-9/24 |
| Sept. 28 | Sept. 17 | Sept. 21 | | Technology Driving Local News Stations | | | |



2009 EDITORIAL CALENDAR - FOURTH QUARTER

| DATE OF ISSUE | SPACE CLOSE | MATERIALS CLOSE | SPECIAL REPORTS & SPECIAL SUPPLEMENTS | TECHNOLOGY SPECIAL REPORTS | CUSTOM PUBLISHING | EVENTS & LOCATIONS | DATE OF EVENT |
|---------------|-------------|-----------------|---------------------------------------|----------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Oct. 5 | Sept. 25 | Oct. 1 | | | | News Technology Summit | 10/6 - 10/7 |
| Oct. 12 | Oct. 2 | Oct. 7 | | | | SATCON/HD World | 10/13 - 10/14 |
| Oct. 19 | Oct. 9 | Oct. 14 | <i>Pre-CTAM</i> | Traffic Special | | B&C Hall of Fame, NYC OnScreen Media Summit, NYC NATAS Trustee Awards | 10/20 10/21 10/24 |
| Oct. 26 | Oct. 16 | Oct. 21 | <i>CTAM</i> | VOD Special | | CABLE CONNECTION—FALL DENVER CTAM SUMMIT ACC Forum, NAMIC Conference, Walter Kaitz Dinner, Cable Labs Conference, SCTE CableTec Expo | 10/25 - 28 |
| | | | | | | | |
| Nov. 2 | Oct. 22 | Oct. 26 | <i>Post-CTAM</i> | | | | |
| Nov. 9 | Oct. 29 | Nov. 2 | | Newsroom Spotlight | | Telco TV, Orlando, FL | 11/10 - 11/12 |
| Nov. 16 | Nov. 5 | Nov. 9 | | | Fall Hispanic Guide w/Multi | | |
| Nov. 23 | Nov. 12 | Nov. 16 | <i>No Issue</i> | | | | |
| Nov. 30 | Nov. 19 | Nov. 23 | | | | | |
| | | | | | | | |
| Dec. 7 | Nov. 26 | Nov. 30 | | | | | |
| Dec. 14 | Nov. 27 | Dec. 7 | | Station Automation | | | |
| Dec. 21 | Dec. 10 | Dec. 14 | GM of the Year | | | | |
| Dec. 28 | Dec. 17 | Dec. 21 | <i>No Issue</i> | | | | |

For Advertising Space Information Please Contact: Louis Hillelson 646.746.6910 • louis.hillelson@reedbusiness.com

* EARLY CLOSING DATE - CONTACT SALES REPRESENTATIVE

CALENDAR IS SUBJECT TO CHANGE