

2010 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. 4	Dec. 24	Dec. 28	<i>CES Issue</i> Adult Programming			CES, Las Vegas B&C Tech and Engineering Emmy's	1/7-1/10 1/7
Jan. 11	Dec. 31	Jan. 4	WORLD CUP 2010	WORLD CUP 2010			
Jan. 18	Jan. 7	Jan. 11	Upfront Central	Technology Behind Superbowl & Sports		UpFront Roadshow, New York NY	1/20
Jan. 25	Jan. 4	Jan. 18	<i>NATPE Issue</i> 1. NATPE Brandon Tartikoff Legacy Awards		Guide to TV Everywhere & Anywhere w/ MCN	NATPE	1/25-1/27
Feb. 1	Jan. 21	Jan. 25	<i>Post-NATPE Issue</i> 1. Ring Special			UpFront Roadshow Atlanta, GA	
Feb. 8	Jan. 28	Feb. 1		3-D Special		Advanced Advertising Breakfast Panel	
Feb. 15	Feb. 4	Feb. 8	Upfront Central			UpFront Roadshow Los Angeles, CA	
Feb. 22	Feb. 11	Feb. 15	Golden Mike Honoree	Traffic System & Billing		Competitive TV Summit Orlando, FL	2/23-2/24
Mar. 1	Feb. 18	Feb. 22	Multicast Programming			UpFront Roadshow Chicago, IL	
Mar. 8	Feb. 25	Mar. 1	Upfront Central				
Mar. 15	Mar. 4	Mar. 8					
Mar. 22	Mar. 11	Mar. 15	WORLD CUP 2010	1. WORLD CUP 2010 2. Shopping List for Networks			
Mar. 29	Mar. 18	Mar. 22		Shopping List for Station Groups		Mipcom Event w/ Variety Los Angeles, CA	