



Editorial Calendar

Month	Topic	Sponsorship Opportunities	Bonus Distribution	Ad Close	Material Deadline
January	Technology Issue <ul style="list-style-type: none"> • Telematics • Conference Coverage • Administrator of the Year 		<ul style="list-style-type: none"> • NSTA Midwinter Meeting, Jan. 18-21, Scottsdale, Ariz. 	12/6/19	12/22/19
February	Special Needs Issue <ul style="list-style-type: none"> • Special-Needs Survey • Behavioral Management 	<ul style="list-style-type: none"> • Special Needs Survey 	<ul style="list-style-type: none"> • California Assn. of School Transportation Officials, Feb. 22-24, Sacramento • National Head Start Assn, March 29-April 2, Phoenix 	1/13/20	1/16/20
March	Maintenance Issue <ul style="list-style-type: none"> • Streamlining Shop Efficiency • Maintenance Survey • New Shop Products 	<ul style="list-style-type: none"> • Maintenance Survey 	<ul style="list-style-type: none"> • State Mechanic Workshops • National School Boards Assn, April 4-6, Chicago 	2/11/20	2/14/20
April/May	Management Issue <ul style="list-style-type: none"> • Managing Change • Budgeting Tips 		<ul style="list-style-type: none"> • School Bus Fleet ConneX, April 22-24, Scottsdale, Ariz. • National Congress on School Transportation, May 17-20, Des Moines, Iowa 	3/12/20	3/17/20
June	Green Issue <ul style="list-style-type: none"> • Electric Bus Roundtable • School Bus Fleet ConneX Coverage 	<ul style="list-style-type: none"> • Canadian Fact Book (Digital) 	<ul style="list-style-type: none"> • State Association Meetings 	4/22/20	4/27/20
July	Contractor Issue <ul style="list-style-type: none"> • Contractor Roundtable • Contractor Survey 	<ul style="list-style-type: none"> • Contractor Survey • Top Contractor List (Digital) 	<ul style="list-style-type: none"> • Southeastern State Pupil Transportation Conference, July 19-22, Hampton, Va. • NSTA Annual Convention, July 19-22, Niagara Falls, NY 	5/22/20	5/28/20
August	Back-to-School Issue <ul style="list-style-type: none"> • Bell Time Changes • Photo Contest Winners 	<ul style="list-style-type: none"> • Photo Contest 		6/23/20	6/26/20

CONTINUES ON NEXT PAGE



Editorial Calendar Continued

Month	Topic	Sponsorship Opportunities	Bonus Distribution	Ad Close	Material Deadline
September	Safety Issue <ul style="list-style-type: none"> Routing Safety Practices Fire Preparedness Contractor of the Year 		<ul style="list-style-type: none"> Assn. of School Business Officials International, Oct. 2-5, Nashville 	7/24/20	7/29/20
October	Career Issue <ul style="list-style-type: none"> Career Enhancement Succession Planning Top 100 List, Data, and News 	<ul style="list-style-type: none"> Top 100 School District Fleets 		8/25/20	8/28/20
November	NAPT Show Issue <ul style="list-style-type: none"> Future of Pupil Transportation School District Survey Game-Changer Profiles 	<ul style="list-style-type: none"> School District Survey Show Daily 	<ul style="list-style-type: none"> NAPT Conference, Nov. 7-10, Grand Rapids, Mich. ABC Expo, Nov. 15-17, Philadelphia, Pa. 	9/23/20	9/28/20
December	2021 Fact Book <ul style="list-style-type: none"> Pupil Transportation Data Bus, Chassis, Engine Specs OEM and Supplier Guides Industry Contacts 	<ul style="list-style-type: none"> 2021 Wall Calendar 		11/17/20	11/20/20