

2011 EDITORIAL CALENDAR

Special Reports, Lists and Feature Publications



Feature Publications

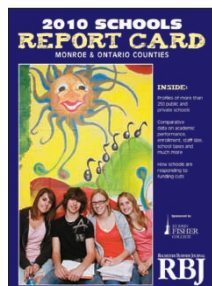


The **Athena Award** recognizes outstanding area businesswomen. The supplement serves as the official annual Athena Award luncheon program and has become an important resource for local decision makers in identifying women for leadership positions.

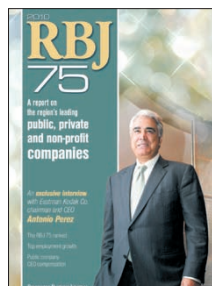
Where to Meet, Where to Stay is the ultimate guide to selecting meeting, convention and hospitality facilities across the Albany, Syracuse, Rochester and Buffalo metropolitan regions. The supplement will be inserted in business journals in all four markets, providing your advertising message with regional exposure and readership exceeding 250,000.



The **Health Care Services Directory** and the **Senior Living and Long-Term Care Directory** put critical health care services information in the hands of the area's decision makers and health care consumers. These information-packed resources provide comprehensive listings of employee benefits consultants, managed-care organizations, nursing home and assisted-living facilities, hospitals and more. The spring directory serves as the program for April's **Health Care Achievement Awards** luncheon and features profiles of the honorees.



As parents and as employers, Rochester Business Journal readers are keenly interested in the quality of local education. **The RBJ Schools Report Card** is a special supplement that offers an in-depth evaluation of public and private schools in Monroe and Ontario counties. Using rating formulas designed to measure and compare academic performance among the schools, this exclusive guide is invaluable for families and businesses concerned with educational quality and for those who are planning to move to the Rochester region.



The **RBJ 75** is a one-of-a-kind publication, pulling together a wealth of data on Rochester's leading companies and non-profits and comparatively analyzing their impact on our region's economy. Coupled with analysis and interviews, RBJ 75 provides an excellent overview of the business climate in Rochester.

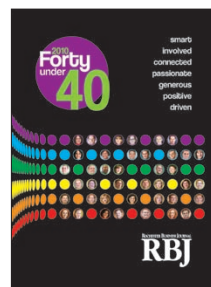


The Rochester Business Hall of Fame recognizes achievement and entrepreneurial spirit. Honorees are recognized at a dinner sponsored by the Rochester Business Journal and Junior Achievement as well as in an exhibit hosted by Rochester Museum & Science Center. Congratulate this year's honorees in this

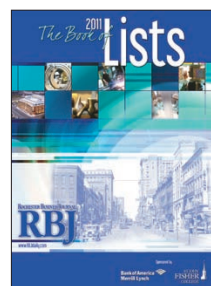
official dinner program.



The **SBC Business Person of the Year** recognizes the Small Business Council's nominees for this prestigious award. Individuals are recognized for their outstanding leadership and community involvement. Align your business with Rochester's entrepreneurial companies by advertising in this official luncheon program.



Forty Under 40 features profiles of 40 up-and-coming local business professionals under the age of 40. Nominated by the community and selected by a committee of business leaders, these individuals have demonstrated professional accomplishment and significant community involvement. This exclusive publication serves as the official program at the annual luncheon, hosted by the Rochester Business Journal, to honor these special individuals.



The Lists is an annual compilation of the lists published each week in the newspaper, plus other demographic information. Referred to repeatedly throughout the year, the book is used as a reference tool by individual businesses and libraries. It is the best business-to-business advertising opportunity of the

year.

ROCHESTER BUSINESS JOURNAL
RBJ

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2011		SPECIAL REPORTS/FEATURE PUBLICATIONS	THE LISTS	AD SPACE DEADLINE
Jan.	7	Winter Sports and Fitness	Health Clubs	Dec. 29
Jan.	7	Athena Award	Woman-Owned Businesses	Dec. 10
Jan.	14	Legal and Accounting Services	Engineering Firms	Jan. 6
Jan.	21	Insurance and Employee Benefits	Web Design Firms / Internet Service Providers (1/2 list)	Jan. 13
Jan.	21	Charitable Events Calendar		NA
Jan.	28	Health Care	Insurance Firms/IP Law Firms (1/2 list)	Jan. 20
Feb.	4	Education/Professional Development	Fastest Growing Jobs	Jan. 27
Feb.	11	Commercial Construction and Design	Fine-Dining Restaurants	Feb. 3
Feb.	18	Banking and Finance Quarterly	Residential Real Estate Firms	Feb. 10
		In-Paper Section: Best of the Web		
Feb.	18	Guide to Wealth Management		Jan. 14
Feb.	25	Human Resources and Employee Benefits	Office Furniture and Equipment Dealers	Feb.
Feb.	25	Where to Meet, Where to Stay		Jan. 21
March	4	Mobile Business	Computer Companies/Commercial Printers	Feb. 24
March	11	Commercial Lending	Private Schools	March 3
March	18	Commercial Real Estate and Design	Best-Selling Vehicles over \$30,000	March 10
March	18	Health Care Services Directory and Awards	Hospitals/Physician Group Practices	Feb. 25
March	25	Management	Banquet and Meeting Facilities	March 17
April	1	Small Business: SOHO	COMIDA/REDCO-Assisted Projects	March 24
		In-Paper Section: Rochester Engineering Society Awards		
April	8	Women's Health Care	Money Managers	March 31
April	15	Green Report and Environmental Awards	Downtown Rental Properties	April 7
April	22	Real Estate and Construction	Ontario County's Largest Employers	April 14
April	29	Tech and Telecom	Homebuilders/Employee Benefit Administrators (1/2 list)	April 21
May	6	Corporate Law	Marketing Communications Firms	April 28
		In-Paper Section: Financial Executive of the Year Awards		
May	13	Retirement Living	Graduate Degree Programs	May 5
May	20	Construction and Engineering	Private-Sector Employers, Parts 1 and 2	May 12
May	20	Guide to Business Law & Accounting		April 22
May	27	Banking and Finance Quarterly	Apartment Complexes	May 19
June	3	Sports and Recreation	Electrical Contractors/Pro Sports Teams (1/2 list)	May 26
		In-Paper Section: Wealth of Health		
June	10	Human Resources and Employee Benefits	Minority-Owned Businesses	June 2
June	17	Health Care: Cancer Care	Cultural Attractions/Child Care Centers	June 9
June	17	LPGA Championship		May 20
June	24	Best Places to Work	Architectural Firms	June 16
June	24	Schools Report Card		May 27
July	1	Tech and Telecom	Hotels and Motels	June 23
July	8	Small Business: Growth Strategies	Auto Dealers	June 30
July	15	Senior Living and Elder Care	Highest-Paid Public Co. Executives, Parts 1 and 2	July 7
July	22	Commercial Construction and Engineering	Software Developers	July 14
July	29	Hospitality and Tourism	Employee Placement Firms/Private Companies Part 2	July 21
July	29	Rochester's Top 75	Public Companies/Private Companies Part 1/Non-profit Organizations	July 1
Aug.	5	Banking and Finance Quarterly	Law Firms	July 28
Aug.	12	Education: College and University Update	Property Management Firms/Telecommunications Providers (1/2 list)	Aug. 4
Aug.	19	TBD	Independent-Living Communities	Aug. 11
Aug.	26	Fall Arts and Entertainment Guide	Manufacturers, Parts 1 and 2	Aug. 18
Sept.	2	Human Resources and Employee Benefits	Credit Unions	Aug. 25
Sept.	9	Tech and Telecom	Wineries	Sept. 1
Sept.	16	Construction and Design	Highest-Paid Public School Officials, Parts 1 and 2	Sept. 8
		In-Paper Section: Business Ethics		
Sept.	23	Legal and Accounting Services	School Taxes	Sept. 15
Sept.	23	Senior Living and Long-Term Care Directory	Skilled-Nursing Facilities/Senior Living Facilities/Retirement Communities	Aug. 26
Sept.	30	Wealth Management	Class A Office Parks	Sept. 22
Oct..	7	Energy and Environment	Brokerage Firms/Energy Companies (1/2 list)	Sept. 29
Oct.	7	Rochester Business Hall of Fame		Sept. 9
Oct.	14	Health Care	CPA Firms	Oct. 6
		In-Paper Section: Greater Rochester Awards		
Oct.	21	Private Schools	Telecommunications Equipment Providers	Oct. 13
Oct.	21	SBC Business Person of the Year		Sept. 23
Oct.	28	Human Resources and Training	Banks	Oct. 20
Nov.	4	Philanthropy	Colleges and Universities/Veteran-Owned Businesses	Oct. 27
Nov.	4	Forty Under 40		Oct. 7
Nov.	11	Education: Health Care	Highest-Paid Elected Officials	Nov. 3
Nov.	18	Banking and Finance Quarterly	TBA	Nov. 10
Nov.	25	Real Estate and Construction	Commercial Builders/SBA Lenders	Nov. 17
Dec.	2	Guide to Taxes and Financial Planning	Optics and Imaging Firms	Nov. 23
Dec.	9	Executive Education	Grant Makers	Dec. 1
Dec.	16	Corporate Law	Home Health Care Agencies	Dec. 8
Dec.	23	Real Estate and Construction	Non-Profits, Parts 1 and 2	Dec. 15
Dec.	26	The Lists		Oct. 18
Dec.	30	Tech and Telecom	Largest Monroe County Property Taxpayers	Dec. 22