



EDITORIAL CALENDAR

IN-PLANT IMPRESSIONS' 2024 EDITORIAL CALENDAR

MONTH	FEATURES	BONUS DISTRIBUTION
-------	----------	--------------------

JANUARY/FEBRUARY

Ad Close: 12/11/2023
Materials Due: 12/14/2023

- In-plant Profile: Insurance
- How Web-to-Print Will Build Your Business
- Digital Embellishment: Are Customers Buying It?
- Growing Your Print Volumes
- Innovative Wide-format Applications

MARCH/APRIL

Ad Close: 2/9/2024
Materials Due: 2/14/2024

- Salary Survey
- Successful Inkjet Installation
- In-plant Profile: Higher-Ed
- University In-plant Research
- Adding Promotional Items to Your Mix
- ACUP: April 14-18, Rochester, New York
- Inkjet Summit: April 22-24, Orlando, Florida

MAY/JUNE

Ad Close: 4/12/2024
Materials Due: 4/17/2024

- Trends at Higher-Ed In-plants
- The Automated Cutting Opportunity
- In-Print Contest Winners
- In-plant Lifestyle Survey
- ADA-Compliant Signage
- IPMA: June 2-6, Des Moines

JULY/AUGUST

Ad Close: 6/10/2024
Materials Due: 6/13/2024

- IPMA Conference Recap
- Inkjet Summit Review
- Overlooked Opportunities for In-plants
- Vehicle Wraps
- The Business of Banner Stands

SEPTEMBER/OCTOBER

Ad Close: 8/9/2024
Materials Due: 8/14/2024

- **PRINTING United Show Issue**
- Nonprofit In-plants
- Preview to PRINTING United
- The Flatbed Opportunity
- Boost Revenue by Insourcing
- Garment Printing
- PRINTING United, September 10-12, Las Vegas

NOVEMBER/DECEMBER

Ad Close: 10/11/2024
Materials Due: 10/16/2024

- Ranking of Largest In-plants
- Profile of Large In-plant
- Offset in the In-plant
- Key Takeaways from PRINTING United
- PRINTING United New Product Showcase
- Window Clings