

January to December 2012

Issue Date	Ad Deadline	Special Coverage
January 3	December 16, 2011	PCMA Preview
January 8,9 (2x)	December 16	PCMA Show Dailies, San Diego
January 17	December 16	National News
January 25, 27 (2x)	January 6, 2012	RCMA Show Dailies, Kansas City
January 31	January 13	Destinations Showcase Preview
February 7	January 20	Northeast Regional Focus
February 14	January 27	National News
February 21	February 3	Going Green Eco-Friendly Hotels/Destinations
February 28	February 10	Destinations Showcase On-Site, Washington, DC
March 6	February 17	National News
March 13	February 24	Classic Resorts Issue
March 20	March 2	Technology & Business Services Focus
March 27	March 9	National News
April 3	March 16	Southeast Regional Focus
April 10	March 23	Florida Resorts
April 17	March 30	National News
April 24	March 23	Springtime Preview
May 1	March 23	Springtime On-Site
May 8	March 23	Springtime Wrap-Up
May 15	April 27	National News
May 22	May 4	Gaming Venues/Destinations
May 29	May 11	National News
June 5	May 18	Non-Dues Revenue Focus
June 12	May 25	Midwest Regional Focus
June 19	June 1	AIBTM On-Site, Baltimore
June 26	June 8	Golf Resorts Destinations
July 3	June 15	MPI WEC Preview
July 10	June 22	National News
July 17	June 29	DMAI On-Site, Seattle
July 24	July 13	ASAE Preview & CESSE On-Site, Louisville
July 29, 30 (2x)	June 15	MPI WEC Show Dailies, St. Louis
August 7	July 15	National News
August, 12, 13 (2x)	July 13	ASAE Show Dailies, Dallas
August 21	July 13	National News
August 28	August 17	HSMAI MEET East Preview
September 4	August 24	HSMAI MEET East On-Site
September 11	August 31	2 nd Tier City, First Class Venue
September 18	August 10	USAE 30 th Anniversary Edition
September 25	September 14	Southwest Regional Focus
October 2	September 21	National News
October 9	September 28	IMEX America Preview
October 16	October 5	National News
October 23	October 12	ITME On-Site, Chicago
October 30	October 19	New & Renovated Hotels/Resorts
November 6	October 26	World View
November 13	November 2	National News
9		Holiday Showcase Preview
November 27	November 16	Western Regional Focus
December 4-5 (2x)	November 16	IAEE Show Dailies/Holiday Showcase On-Site
December 11	November 30	Non-Hospitality Vendor Focus
December 18	December 7	PCMA Preview
December 25	December 14	National News
January 1, 2013	N/A	NO ISSUE THIS WEEK



USAE

2012

Editorial Calendar

THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CVBs
AND HOTELS **USAE**

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