

# editorial 2006 calendar

## 2006 Editorial Calendar & Advertising Planning Guide

Issue Date	Closing	Ad Space Editorial Focus	The List
Jan. 9 Jan. 23	Dec. 29 Jan. 12	Executive Education Business Leaders of the Year ♦	Workforce Training Community Foundations
Feb. 6 Feb. 20	Jan. 25 Feb. 9	Telecommunications Small Business /Small Business Guide	Software companies SBA Lenders
March 6 March 20	Feb. 23 March 9	Real Estate Health Care	Chambers Hospitals
April 3 April 17	March 23 April 7	Meeting Guide Environmental Awards ♦	Hotels DEP Violators
May 1 May 15 May 29	April 20 May 4 May 18	Women in Business/Golf Guide Banking Central Mass 100	Area Golf Courses Banks Top Private & Public Companies
June 12 June 26	June 1 June 15	Life Sciences/Biotech Insurance	SBA Loans Insurance Agencies
July 10 July 17 July 24	June 29 June 9 July 13	Real Estate Book of Lists ♦ * Compensation & Benefits	Commercial Leases Highest Paid Executives
August 7 August 21	July 27 August 10	Executive Education Ad & Media	Colleges/Universities Ad Agencies
Sept. 4 Sept. 18	August 24 Sept. 7	40 under 40 ♦ Banking	Highest Paid CEOs Credit Unions
Oct. 2 Oct. 16 Oct. 30	Sept. 21 Oct. 5 Oct. 19	Law Financial Planning Top Growth ♦	Law Firms Venture Capital Mergers & Acquisitions
Nov. 6 Nov. 13 Nov. 27	Oct. 20 Nov. 2 Nov. 16	Fact Book ♦ * Real Estate Health Care	Real Estate Brokers HMO's
Dec. 11 Dec. 26	Nov. 30 Dec. 14	Accounting Annual Economic Forecast*	Accounting Firms

\*1/4 PAGE MINIMUM AD SIZE. ♦ Sponsorship opportunities available.

# editorial *submissions*

## WBJ EDITORIAL MISSION

The goal of the *Worcester Business Journal's* editorial team is to provide our readers with an independent publication that is fresh, timely, informative and useful. We shall do this by:

- Providing reporting that is fair, accurate and timely.
- Providing writing that is clear, concise and intelligible.
- Providing graphics that are creative and effective.

- Taking openly stated advocacy positions, when appropriate, on key issues that affect the business community as well as the community as a whole.

The *Worcester Business Journal* serves owners and top managers of small- to medium-sized businesses in the Central Massachusetts and MetroWest regions. *WBJ* is published every other Monday.

## Worcester Business Journal guidelines for submission of ideas or potential content.

### ■ Editorial Submissions

The guidelines for submission of press release or other materials to the *Worcester Business Journal* are as follows. All material should be e-mailed to [editorial@wbjournal.com](mailto:editorial@wbjournal.com). Materials can also be mailed to:

*Worcester Business Journal*  
172 Shrewsbury St.  
Worcester, MA 01604

or faxed to: 508-755-4734. E-mail attachments must be in PDF, Text or Word format. Digital photos, which are preferred, must be in Bitmap, JPEG or TIFF format, have a resolution of at least 200 dots per inch and be at least 3-by-5 inches in size. Film photographs must be at least 5-by-7 inches in size.

### ■ Story Ideas

If you have a Central Mass/MetroWest business or business-related story idea or tip, please e-mail it to us at [editorial@wbjournal.com](mailto:editorial@wbjournal.com) or call us at 508-755-8004.

### ■ Opinions

Opinions must be no more than 500 words in length, typewritten and signed. A daytime phone number must be provided for verification. The *WBJ* reserves the right to edit opinions for length, clarity, style, and libelous or offensive material.

### ■ Movers and Shakers

To submit personnel promotions and new management hires for publication, the company must be headquartered or have a physical presence in Central Mass/MetroWest, and the person must be working in Central Mass/MetroWest.

### ■ Calendar

All information must be received at least two weeks in advance of the issue date. Calendar listings cannot be taken by phone. The event must be occurring in Central Mass/MetroWest, and must be pertinent to our business readership.

### ■ Leases & Sales

Commercial lease and sale information runs in the paper on a regular basis. The lease or sale must have occurred in Central Mass/MetroWest.

### ■ Accolades/Photo Page

In order to be considered for publication, the event/award must take place or significantly involve a Central Mass/MetroWest company or individual.

**Contact:** WBJ Editorial at (508) 755-8004 or e-mail [editorial@wbjournal.com](mailto:editorial@wbjournal.com)