

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. 26 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 6 | 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 27 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. 9 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. 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 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