

Editorial

2009 T+D EDITORIAL CALENDAR

T+D 2009	Editorial Focus	Bonus/Special Ad. Sections
JANUARY	Games and Simulations	ASTD Techknowledge 2009: Bonus circulation of 1,200
FEBRUARY	Sustainability and Corporate Social Responsibility	ASTD 2009 EXPO Preview
MARCH	Leadership	
APRIL	Globalization—Learning Around the Globe	ASTD 2009 EXPO Preview
MAY	Informal Learning	ASTD 2009 EXPO (bonus circulation 9000)
JUNE	HR/Training—Talent Management	ASTD 2009 EXPO (bonus circulation 9000)
JULY	Innovation—The Processes that Breed Success	Training Spaces
AUGUST	The Value of Learning	Post ASTD 2009 Wrap-up
SEPTEMBER	Mentoring	Online Universities
OCTOBER	BEST Awards—Best Practices	BEST Awards (bonus circulation of 250)
NOVEMBER	State of Industry Report	International Business
DECEMBER	Learning/Training 2020	Sales Training

2009 ADVERTISING CALENDAR

Issue	Ad Space Deadline	Artwork Due Date	Mail Date
January	17-Nov-08	24-Nov-08	29-Dec-08
February	16-Dec-08	23-Dec-08	23-Jan-09
March	16-Jan-09	26-Jan-09	26-Feb-09
April	17-Feb-09	24-Feb-09	26-Mar-09
May	17-Mar-09	27-Mar-09	27-Apr-09
June	17-Apr-09	27-Apr-09	26-May-09
July	18-May-09	26-May-09	26-Jun-09
August	17-Jun-09	24-Jun-09	27-Jul-09
September	17-Jul-09	27-Jul-09	26-Aug-09
October	18-Aug-09	27-Aug-09	25-Sep-09
November	17-Sep-09	25-Sep-09	26-Oct-09
December	16-Oct-09	27-Oct-09	25-Nov-09

EVERY ISSUE

BOOKS: reviews of the latest human resource development, business, and workplace learning and performance books.

DEVELOPMENT: information and tools to enhance professional development.

FUNDAMENTALS: how-to articles focused on the training and development basics including presentation skills development, meeting management, creativity training, group-process techniques, training delivery methods, performance appraisals, and more.

BUSINESS ACUMEN: features on linking learning to business strategy and becoming a business partner.

THE LONG VIEW: Q&A with leading industry movers and shakers.

INTELLIGENCE: timely, relevant, business-oriented trends and best practices news.

CAREER PATH: current, applicable information on career development topics including how to make a career change, plan career progression, retire, network, write a resume, and more.

SUPPLIER SOLUTIONS: supplier-based case studies. Submit your case-study via email to advertising@astd.org.

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Match Your Areas of Expertise to *T+D* Content

January: Games & Simulations

Companies that provide e-learning products and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Applied technology solutions
- Authoring systems
- Courseware design
- Distance learning
- Simulations
- Instructional design
- IT training
- Web conferencing
- LMS and LCMS applications
- Mobile learning
- Assessment tools
- Content development
- E-learning

February: Sustainability & Corporate Social Responsibility

Companies that provide employee engagement products and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Change management
- Employee engagement
- HR
- Team building
- Experiential learning

March: Leadership

Companies that provide leadership development products and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Change management
- Organizational development
- Coaching
- Talent management
- Diversity
- Ethics
- Strategic planning

April: Globalization—Learning Around the Globe

Companies that provide talent management solutions and products and services that help bridge the skills gap are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Localization/globalization
- Leadership development
- Assessment tools
- Communication
- Diversity
- Talent management
- International and multinational business
- Language skills
- Organizational development
- Outsourcing
- Web conferencing

May: Informal Learning

Companies that provide professional development solutions and products and services that help bridge the skills gap are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Assessment tools
- Communication
- Talent management
- Coaching
- Mentoring

June: HR/Training—Talent Management

Companies that provide talent management solutions and products and services that help bridge the skills gap are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Assessment tools
- Communication
- Talent management
- Organizational development
- Outsourcing
- HR
- Career development
- Retirement planning
- Harassment
- Diversity

July: Innovation—The Processes That Breed Success

Companies that provide innovation and benchmarking tools and services are a great fit to advertise in this issue.

Relevant Areas of Expertise

- HR
- Career development
- Leadership development
- Benchmarking
- Change management
- Coaching
- Collaboration
- Team building
- Experiential learning
- Hotel and training facilities (Special advertising section)

August: The Value of Learning

Companies that provide products and services that help WLP professionals justify the value of learning and liaise with company executives are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Measurement and evaluation
- LMS and LCMS applications
- ROI
- Assessment tools
- Communication
- Presentation
- Strategic planning
- Writing skills
- Marketing
- ASTD 2009 exhibitors (Special advertising sections)

September: Mentoring

Companies that provide products and services that assist with the implementation of change management within organizations are a great fit to advertise in this issue.

Relevant Areas of Expertise

- Leadership development
- Assessment tools
- Communication
- Talent management
- Coaching
- Mentoring
- Online universities (Special advertising section)

October: BEST Awards—Best Practices

ASTD announces the BEST Award winners and showcases their case studies and best practices.

Relevant Areas of Expertise

- Leadership development
- Organizational development
- Change management
- Strategic planning
- Sales training
- Benchmarking
- Professional development
- Talent management
- Suppliers to the BEST Awards

November: State of the Industry Report

ASTD will publish data from our annual *State of the Industry Report*.

Relevant Areas of Expertise

- Measurement and evaluation
- ROI
- Outsourcing
- Benchmarking
- E-learning
- Strategic planning
- Sales training
- International business (Special advertising section)

December: Learning/Training 2020

T+D will focus on the future of WLP. Companies with products and services focused on innovation and technology are well-suited to advertise in this issue.

Relevant Areas of Expertise

- Measurement and evaluation
- ROI
- Outsourcing
- Benchmarking
- E-learning
- Strategic planning
- Change management
- Coaching
- Global sourcing and talent management
- Assessment tools
- Experiential learning
- Diversity
- Performance improvement simulations
- Sales training (Special advertising section)