



T+D Editorial Calendar and Advertising Calendar 2008

T+D 2008	BIG FOCUS	WEBCAST	TRENDS & TECHNOLOGY	BONUS CONTENT/SPECIAL ADVERTISING SECTIONS
JANUARY	Employee engagement	Webcast on this feature	Trends	ASTD TechKnowledge® 2008 Preview
FEBRUARY	E-learning 2.0	Webcast on this feature	Technology	1,200 copies at ASTD TechKnowledge® 2008, ASTD 2008 EXPO Preview
MARCH	Leadership...big skills	Webcast on this feature	Trends	
APRIL	Generational issues/ Self-generated knowledge	Webcast on this feature	Technology	ASTD 2008 Expo Preview
MAY	Global sourcing/Talent management	Webcast on this feature	Trends	9,000 copies at ASTD 2008
JUNE	Value of learning/Branding the learning function	Webcast on this feature	Technology	9,000 copies at ASTD 2008
JULY	HR/Retirement for learning professionals	Webcast on this feature	Trends	Training Spaces
AUGUST	Coaching	Webcast on handling the pressures of work	Technology	Post-ASTD 2008 Wrapup
SEPTEMBER	Change management	Webcast on this feature	Trends	Online Universities
OCTOBER	BEST Awards	Webcast on this feature	Technology	BEST Awards
NOVEMBER	<i>State of the Industry Report</i>	Webcast on this feature	Trends	International Business
DECEMBER	Learning/Training 2020	Webcast on this feature	Technology	Sales Training

Suppliers, please review pages 6–7 for more details on areas of expertise for each issue.

Every Issue:

- **Books:** Book reviews cover new books on HRD, business, and workplace learning and performance.
- **Development:** Tips and topics to enhance professional development.
- **Fundamentals:** The nuts and bolts of training and development. These how-to articles focus on presentation skills, meeting management, creativity training, group-process techniques, training delivery methods, performance appraisals, and more.
- **Business Acumen:** Articles on what it takes to link learning to business results and be a business partner.
- **The Long View:** A short Q and A with well-known industry movers and shakers.
- **Intelligence:** Timely, practical, business-oriented news on trends and best practices, plus how-to tips.
- **Supplier Solutions:** Supplier-based case studies. Submit your RFP via email at advertising@astd.org.

Advertising Calendar

ISSUE	AD SPACE DEADLINE	ARTWORK DUE DATE	MAIL DATE
January	November 17	December 3	December 28
February	December 15	January 3	January 28
March	January 17	February 1	February 27
April	February 17	March 3	March 27
May	March 17	April 1	April 28
June	April 17	May 1	May 28
July	May 17	June 2	June 26
August	June 17	July 1	July 28
September	July 17	August 1	August 27
October	August 17	September 3	October 3
November	September 17	October 1	October 28
December	October 17	November 3	November 25