

Editorial Calendar

Issue	Main Article	Technical Focus	Marketing Focus	Special Focus	Conference Spotlight
OCTOBER '17 Ad close: Sept. 1 Materials Due: Aug. 7	Blogging & Brochures	Money & Meritless Claims	Dealing w/Complaints Part 1	Foundations / Wood Structures	IW Event Schedule
NOVEMBER '17 Ad close: Oct. 1 Materials Due: Sept. 7	Sewer Inspections	Chasing Water w/Thermal Imaging	Dealing w/Complaints: Part 2	Changes in Profession	5 Top Reasons to Attend IW
DECEMBER '17 Ad close: Nov. 1 Materials Due: Oct. 7	IW Article	Emergency Mgmt Disaster Inspections	Sales Philosophies: Educational vs. Manipulative	Expert Witness 101	InspectPAC
JANUARY '18 Ad close: Dec. 1 Materials Due: Nov. 7	Radon	Sewer Inspections	Interpersonal Skills: Handling Rejection	Exterior & Roofing / Interiors	3 Days of Secrets Revealed
FEBRUARY '18 Ad close: Jan. 1 Materials Due: Dec. 7	Anchoring Foundations	Shower Stalls	5 Google Analytics Metrics You Should Know About	Inspecting Crawlspace	Spring Conferences: What's Coming Up
MARCH '18 Ad close: Feb. 1 Materials Due: Jan. 7	IAQ: Who or What are the Real Culprits	Slate Roofs	Interpersonal Skills: Setting Goals	Micro-Living Communities	AUVSI Xponential
APRIL '18 Ad close: Mar. 1 Materials Due: Feb. 7	Tiny Homes	Electrical to Energy Audits	Targeting your Sales Efforts: Real Estate Agents, Part 1	Plumbing & Electrical	CREIA Conference
MAY '18 Ad close: Apr. 1 Materials Due: Mar. 7	Deck Safety	Balconies	Targeting your Sales Efforts: Real Estate Agents, Part 2	16 Things I Learned in the Last 10 Yrs	Summer Conferences: Learning During the Busy Season
JUNE '18 Ad close: May 1 Materials Due: Apr. 7	Drone Applications	Flat & Cathedral Roof Inspections	Targeting your Sales Efforts: The Homebuyer	Fire Hazard of Pull Down Stairs in Attics/Garages	SE Home Inspection Conference
JULY '18 Ad close: Jun. 1 Materials Due: May 7	Infrared	Conditions Found w/Fuses Only	Relationship Building: The Real Estate Agent Lunch	Heating & Chimneys Insulation, Enviro Issues	Leadership Training Conference
AUGUST '18 Ad close: Jul. 1 Materials Due: Jun. 17	Pest Management	End Bearing Beams & Floor Joists	Developing a Marketing Plan	Managing Risk	FABI Conferences
SEPTEMBER '18 Ad close: Aug. 1 Materials Due: Jul. 7	Home Inspector App by Realtors	Gas Log Fireplaces	Tracking & Testing Your Marketing Plan	Dangers of Mudsill Anchor Installation	IW San Diego