

# 2011 Editorial Calendar



The SOUTHERN CALIFORNIA CONTRACTORS ASSOCIATION (SCCA) Magazine publishes seven issues annually – six regular issues and the annual Membership Directory. The magazine reaches SCCA members plus every contractor in the 12 counties of Southern California that is signatory with the Operating Engineers, Laborers, Cement Masons, Carpenters, Iron Workers and Construction Teamsters, regardless of their association affiliation. In addition, the magazine reaches more than 200 public works directors in cities and counties in our trade area.

Monthly features and columns focus on legislation and regulations impacting the construction industry, legal issues, business management strategies and other critical issues facing contractors in Southern California.



January-February	<b>FORECAST 2011</b> <i>Is the worst over? What you can expect from the coming year..</i>	Ad closing: December 20 Mail date: January 10
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March-April	<b>CARB Uncensored</b> <i>What this powerful agency has up its sleeve now.</i>	Ad closing: February 20 Mail date: March 10
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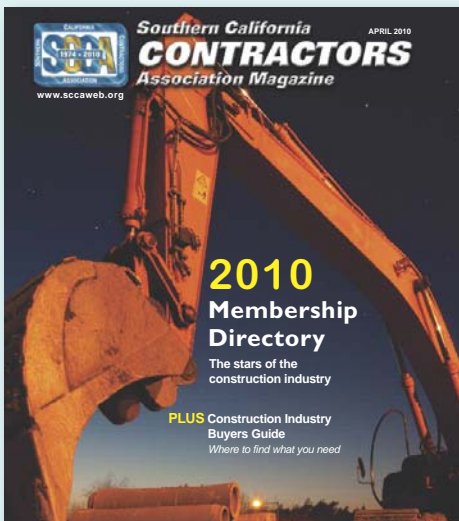
2010 SCCA Membership Directory	<b>Guide to the Southern California construction industry – and a "must" for advertisers to this market.</b>	Ad closing: March 20 Mail date: April 10
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May-June	<b>Security Solutions</b> <i>Theft is a real concern on jobsites. These products and services can help.</i>	Ad closing: April 20 Mail date: May 10
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July-August	<b>EPA-compliant equipment</b> <i>Will the new generation of equipment be right for your fleet?</i>	Ad closing: June 20 Mail date: July 10
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September-October	<b>Is Your Fleet Compliant?</b> <i>Air, water, smoke, noise, weight – Have you covered all the bases?</i>	Ad closing: August 20 Mail date: September 10
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November-December	<b>Meet SCCA's new President</b> <i>How he sees the year ahead.</i>	Ad closing: October 20 Mail date: November 10
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