

# Wisconsin Real Estate Magazine

## 2009 WRA Editorial Calendar

ISSUE	FEATURE STORY	OTHER COVERAGE	TRENDS & MARKET DATA	TECHNOLOGY CORNER	SALES TIPS	DEADLINES
<b>JANUARY</b>	The 2009 Economic Forecast	REALTOR Children's Scholarships; ZipForm Renewal New Forms, Wirex Update	Newswire Monthly	Yes	Sales Tip	Ad Space Confirmation: 12/3/2008 Ad Materials: 12/17/2008 <b>Editorial Due: 12/10/2008</b> File to Printer: 12/24/2008 Drop Date: 12/31/2008
<b>FEBRUARY</b>	Market Survival Tips	ProFIT reminder about 401K's and taxes	Newswire Monthly		Sales Tip	Ad Space Confirmation: 1/7/2009 Ad Materials: 1/21/2009 <b>Editorial Due: 1/12/2009</b> File to Printer: 1/28/2009 Drop Date: 2/4/2009
<b>MARCH</b>	Foreclosures, Short Sales, & Mortgage Options	REALTOR & Government Day   Supreme Court Race	4Q Wisconsin Housing Stats, Newswire Monthly	Yes	Sales Tip	Ad Space Confirmation: 2/4/2008 Ad Materials: 2/18/2009 <b>Editorial Due: 2/9/2009</b> File to Printer: 2/25/2009 Drop Date: 3/4/2009
<b>APRIL</b>	100 Year Anniversary	Fair Housing Month	Newswire Monthly		Sales Tip	Ad Space Confirmation: 3/5/2008 Ad Materials: 3/19/2008 <b>Editorial Due: 3/9/2008</b> File to Printer: 3/25/2008 Drop Date: 4/2/2008
<b>MAY</b>	The Good in Today's Real Estate Market	Homeownership month (June)	Newswire Monthly	Yes	Sales Tip	Ad Space Confirmation: 4/1/2009 Ad Materials: 4/15/2009 <b>Editorial Due: 4/13/2009</b> File to Printer: 4/29/2009 Drop Date: 5/6/2009
<b>JUNE</b>	Convention Issue	State Budget	1Q Wisconsin Housing Stats, Newswire Monthly		Sales Tip	Ad Space Confirmation: 5/6/2009 Ad Materials: 5/20/2009 <b>Editorial Due: 5/11/2009</b> File to Printer: 5/27/2009 Drop Date: 6/3/2009
<b>JULY</b>	Real Estate in a Web 2.0 World (Web 2.0   Social Media, Virtual Tours, Video & Image Sharing)	Feature Stories from Session Speakers	Newswire Monthly	Yes	Sales Tip	Ad Space Confirmation: 6/3/2009 Ad Materials: 6/17/2009 <b>Editorial Due: 6/8/2009</b> File to Printer: 6/24/2009 Drop Date: 7/1/2009
<b>AUGUST</b>	Environmental   Working with Clients who are "Going Green"	Instructor of the Year; DSA Awards	Newswire Monthly		Sales Tip	Ad Space Confirmation: 7/1/2009 Ad Materials: 7/15/2009 <b>Editorial Due: 7/13/2009</b> File to Printer: 7/29/2009 Drop Date: 8/5/2009
<b>SEPTEMBER</b>	Wisconsin Way	WRA Executive Committee Announcement 09-10	2Q Wisconsin Housing Stats, Newswire Monthly	Yes	Sales Tip	Ad Space Confirmation: 8/5/2009 Ad Materials: 8/19/2009 <b>Editorial Due: 8/10/2009</b> File to Printer: 8/26/2009 Drop Date: 9/2/2009
<b>OCTOBER</b>	Technology and Gadgets	Postal Statement of Ownership; Committee Chair Nominations; New Board and Ex. Dir.	Newswire Monthly		Sales Tip	Ad Space Confirmation: 9/2/2009 Ad Materials: 9/16/2009 <b>Editorial Due: 9/14/2009</b> File to Printer: 9/30/2009 Drop Date: 10/7/2009
<b>NOVEMBER</b>	Staging for Success	NAR & WRA Member Benefits	Newswire Monthly	Yes	Sales Tip	Ad Space Confirmation: 10/7/2009 Ad Materials: 10/14/2009 <b>Editorial Due: 10/12/2009</b> File to Printer: 10/28/2009 Drop Date: 11/4/2009
<b>DECEMBER</b>	Getting Tough in a Tough Market   Marketing Strategies	WRA Holiday Hours; General Memb. Mtg.; Scholarships; Nom Comm.	3Q Wisconsin Housing Stats, Reader Survey results, Newswire Monthly		Sales Tip	Ad Space Confirmation: 11/4/2009 Ad Materials: 11/18/2009 <b>Editorial Due: 11/9/2009</b> File to Printer: 11/25/2009 Drop Date: 12/2/2009