## 2020 Editorial Calendar

### January*
- STMA Conference Product Showcase
- Disaster recovery
- Fertility products for 2020
- Overcoming career challenges
  - Ad close: 11/27/19 | Materials due: 12/9/19

### February
- Field safety
- Infield skins
- Growing bermudagrass in the North
- Field groomers
  - Ad close: 12/30/19 | Materials due: 1/8/20

### March
- Field paints
- Weed control 2020
- Drainage
- Troubleshooting irrigation problems
  - Ad close: 2/4 | Materials due: 2/12

### April
- Communicating with coaches & administration
- Synthetic turf maintenance
- Aeration: improve rootzone
- Incorporating robotics
  - Ad close: 3/10 | Materials due: 3/18

### May
- Maintaining your infield
- Biological pest control
- Media relations training
- Weather-related products
  - Ad close: 4/6 | Materials due: 4/14

### June
- Field safety
- Life/work balance
- Manage your soil
- Utility vehicles
  - Ad close: 4/30 | Materials due: 5/8

### July
- So your field’s going to be on TV
- Grooming/cleaning synthetic
- Choosing your next field
- Paints, painting & marking
  - Ad close: 6/8 | Materials due: 6/16

### August
- Integrating assessments into your program
- STMA Chapter philanthropy
- Develop your own weed control strategy
- Aerator
  - Ad close: 7/6 | Materials due: 7/14

### September
- Topdressing 2.0
- Fall fertilization
- Smarter irrigation
- Synthetic turf update
  - Ad close: 7/29 | Materials due: 8/6

### October
- Field paints
- Fall steps for spring success
- Educating users on helping field maintenance
- Mowers
  - Ad close: 9/8 | Materials due: 9/16

### November
- STMA Conference Preview (West Palm Beach, FL)
- Products you’ll see at STMA Conference
- Old tools new purpose
- Overseeding bermuda vs. colorant vs. dormancy
  - Ad close: 10/1 | Materials due: 10/9

### December
- Field safety
- Re-constructing your infield
- Sodding vs. seeding: low budget & must-play spring
- Field builder and advisor list
  - Ad close: 10/30 | Materials due: 11/9

*Bonus Distribution: January (STMA Conference, Jan. 13-16, West Palm Beach, FL)