# 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
- Aerators

**Ad close:** 7/8 | **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

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*Bonus Distribution: January (STMA Conference, Jan. 11-14, 2021, Palm Springs, Calif.)*