

2010 EDITORIAL SCHEDULE

JANUARY

Ad Closing: Dec. 1
Materials Deadline: Dec. 7

Buying Groups:

- **Independent College Bookstore Assn.** Annual Convention/Trade Show in San Antonio, Texas ...
Apparel: Campus wear, top to bottom ...
iTech: Computers, electronics, technology ...
Supplies: Student/office supplies ... plus!
- **Connect2One** meeting in Orlando ...
- **New England Buying Consortium.**

NACS Pre-Convention Issue

CAMEX Show Specials.

★ CAMPUS COMPUTER TRENDS

Bonus distribution in San Antonio and Orlando!

FEBRUARY

Ad Closing: Jan. 13
Materials Deadline: Jan. 19

National Association of College Stores Convention-

CAMEX Show Issue: Preview highlights of the 87th annual show in Orlando, March 12-16. Events . . . schedule . . . exhibitors . . . store profiles . . . more!

CCRA: The Campus Computer Resellers Alliance meeting at CAMEX in Orlando.

Selected Supplier Directory.

★ CAMPUS COMPUTER TRENDS

Bonus Distribution in Orlando!

MARCH/APRIL

Ad Closing: Feb. 12
Materials Deadline: Feb. 19

FALL APPAREL PREVIEW

Special Report on apparel and accessories features colors, textures, style and substance; full-color photos, product descriptions, buying information.

- New products
- Market trends
- Fashionwear, emblematics
- Best-selling product lines.
- Beauty Care tie-ins.

Alumni Merchandising

BOOK BUYBACK

How to do it ... and how not to.

Campus Cards: Preview of the **NACCU** annual meeting in Phoenix, April 18 - 21.

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MAY/JUNE

Ad Closing: April 13
Materials Deadline: April 19

Special BookExpo Issue:

Books and Multimedia

- Preview of BookExpo America, May 25-27 in New York City.
- Trade Books on college bookstore shelves.
- ABA's role in the college market.

Reference Works: Print and electronic – a resource encyclopedia. Perennial best-sellers.

Showcase: Books, Books, Books

Children's Apparel and Accessories.

POS Systems: The upcoming school year.

NACS Convention Wrap-Up

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Bonus distribution at BookExpo in New York City!

JULY/AUGUST

Closing: May 21
Materials Deadline: May 27

Back-to-School Issue

SCHOOL SPIRIT: Logos, emblematics, imprints ... and more.

Student Supplies Resource Guide

... with Selected Supplier Directory

Design and Renovation: The store of the future.

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SEPTEMBER

Ad Closing: July 9
Materials Deadline: July 15

Back-to-School 2: Last-minute buying . . . restocking shelves after Rush.

POS Systems: Supplier Directory and Showcase.

Student Supplies – Writing Tools: Hot lines and trends.

Focus on Technology.

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OCTOBER

Closing: Aug. 23
Materials Deadline: Aug. 27

NACS Fall Regionals. Where, when ...and what's going on, coast to coast.

National Association of College Auxiliary Services annual conference preview, calendar of events.

Kid Stuff, Teen Gear. Merchandising for little sister and little brother.

Traffic Builders: Coffee, cookies, candy, chips, nuts, fruit, sodas and soup for the munchie marts.

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Bonus distribution at NACAS in Colorado Springs!

NOV./DEC.

Ad Closing: Oct. 22
Materials Deadline: Oct. 28

SPRING APPAREL PREVIEW: Covering the latest styles and display techniques. **Heads Up:** What they're going to be showing at CAMEX.

The Role of the Distributor: Paving the road from the factory to the campus store display shelf.

POS Systems: Selling to the entire campus.

Graduation. Class Goods. Rental Programs. Cards. Gifts. Just in time for mid-year ceremonies.

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Every Issue in *College Store Executive*

Regular **CSE** features cover the latest trends in the college store market: new products...education news...regional association news...local legislation...current events in book and magazine merchandising—on campus and off...other market developments. "Executive Comments" offers editorial opinion; letters and opinion columns provide a reader forum. **CAMPUS COMPUTER NEWS** is a featured section reporting on computer policies, use and retailing on campus.

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