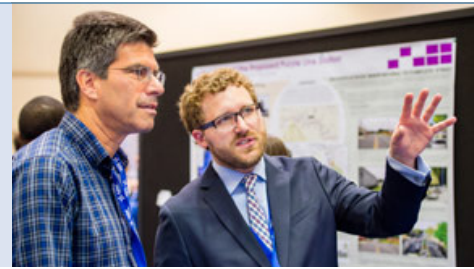


- Choose *Planning*, APA's flagship magazine, to showcase your products and services.
- Reach more than 70,000 planning industry readers with your ad in each issue of *Planning*.
- "The Commissioner," a special section for commissioners and officials, appears six times per year.
- Sign up with Consultant Services and your calling card will appear in January, March, May, July, August/September, and November.
- *Planning* is mailed the third week of the month before the cover date.



JOE SZURSZEWSKI

## JANUARY

### Preconference issue on Phoenix

Display your calling card!

Reserve ad space by ..... November 4, 2015

Materials due by ..... December 1, 2015

## FEBRUARY

### Signs of the Times

The next generation of signs: Trends, local regulations, legal precedents

*The Commissioner*

*Planning Practice*

Let's share: What this new economy means for communities

Reserve ad space by ..... December 4, 2015

Materials due by ..... January 4, 2016

## MARCH

### Today's Comp Plans

The form, function, and role of the 21st century plan

*Planning Practice*

Entrepreneurial planning: Getting in on the tech start-up biz

Display your calling card!

Reserve ad space by ..... January 4

Materials due by ..... February 1

## APRIL

### Special section on APA awards

Bonus circulation at the National Planning Conference

*The Commissioner*

Reserve ad space by ..... February 4

Materials due by ..... March 2

## MAY

### Special issue: Transportation

Going places—safely

Display your calling card!

Reserve ad space by ..... March 4

Materials due by ..... April 1

## JUNE

### The Geography of Wealth

Equity is at the forefront of planning—again

*The Commissioner*

*Planning Practice*

Tourism Triumph: Locals and out-of-towners can coexist

Reserve ad space by ..... April 4

Materials due by ..... May 2

## JULY

### Where Are We?

A look at housing recovery

*Planning Practice*

Retail that works: From layouts and parking to market demand and returns

Display your calling card!

Reserve ad space by ..... May 4

Materials due by ..... June 1

## AUGUST/SEPTEMBER

### Special issue on the environment

Pollution Solutions: The legacy of the environmental acts in local communities

*The Commissioner*

Display your calling card!

Reserve ad space by ..... June 6

Materials due by ..... July 1

## OCTOBER

### Out of Sight

The state of our (invisible) infrastructure: Pipes, utilities, broadband

*The Commissioner*

*Planning Practice*

Healthy Habits: HIAs, mapping, and other planning tools

Reserve ad space by ..... August 4

Materials due by ..... September 1

## NOVEMBER

### Small Town Strides

Successes and challenges in economic development, urban design, and more

*Planning Practice*

Starting your own firm

Display your calling card!

Reserve ad space by ..... September 6

Materials due by ..... October 3

## DECEMBER

### Great Places in America

Top streets, neighborhoods, and public spaces

*The Commissioner*

Reserve ad space by ..... October 4

Materials due by ..... November 1

**Planning recipients are experienced planners who influence their organizations' purchases.<sup>1</sup>**

<sup>1</sup> Source: American Planning Association Proprietary Readership Study, Fall 2014