

# 2017 EDITORIAL CALENDAR

Issue Date	Ad Closing	Editorial Focus	Lists	Event Sponsorship Opportunities
<b>January 9</b> <b>January 23</b>	December 29 January 12	Best of Business Awards Commercial Real Estate	Advertising/PR firms Commercial leases & sales	BOB Awards
<b>February 6</b> <b>February 20</b>	January 26 February 9	Banking & Finance Business Leader of the Year	Banks Venture Capital Deals	BLOY Awards
<b>March 6</b> <b>March 20</b>	February 23 March 9	Health Care Meetings Guide & Golf Directory	Hospitals Hotels, Meeting Facilities, Tourist Attractions, Golf Courses, Golf Tournaments	Forum: The Opioid Crisis
<b>April 3</b> <b>April 10</b> <b>April 17</b>	March 23 March 16 April 6	Manufacturing <i>Business Profiles &amp; Milestones*</i> Green Business	Manufacturers  Green Buildings, Commercial Contractors	Manufacturing Summit & Excellence Awards
<b>May 1</b> <b>May 15</b> <b>May 29</b>	April 20 May 4 May 18	Colleges & Universities Family Business Awards Central Mass. Top 100 Employers	Colleges & Universities Independent caterers Central Mass. 100	Family Business Awards
<b>June 12</b> <b>June 26</b>	June 1 June 15	Technology Entrepreneurs & Innovation	Technology/IT services firms Incubators	
<b>July 10</b> <b>July 24</b>	June 15 July 13	<i>Book of Lists*</i> Law	Law firms	
<b>August 7</b> <b>August 21</b>	July 27 August 10	Biotechnology 40 Under Forty	Biomedical companies Highest-paid nonprofit chief executives	40 Under Forty Awards
<b>September 4</b> <b>September 18</b> <b>September 25</b>	August 24 September 7 August 31	Small Business Banking & Finance <i>Giving Guide*</i>	SBA Lenders Credit unions Private Foundations, Top 100 Nonprofits	Massachusetts Energy Forum
<b>October 2</b> <b>October 16</b> <b>October 30</b>	September 21 October 5 October 19	Energy ( <i>STUFF: Manufacturing Guide insert</i> ) Regional Focus: MetroWest Outstanding Women in Business	Clean energy companies Largest MetroWest employers Woman-owned businesses	Health Care Forum OWIB Awards
<b>November 6</b> <b>November 13</b> <b>November 27</b>	October 26 November 2 November 15	<i>Doing Business in Central Mass.*</i> Innovative Workplaces Health Care	Top breweries Physician groups	
<b>December 11</b> <b>December 25</b>	November 30 December 14	Central Mass. Power Players <i>Economic Forecast*</i>	Highest paid CEOs	Economic Forecast

★ Special annual publication

# EDITORIAL *submissions*

Want to see your business featured in the Worcester Business Journal or online at [WBJournal.com](http://WBJournal.com)? Here's how:

## Are you local?

The Worcester Business Journal covers Central Massachusetts, which we define as the communities surrounding Worcester east to Natick, south to the Connecticut border, north to the New Hampshire border and west to Hardwick. We are devoted to providing relevant business news to executives within this region. For this reason, we cannot include news from firms who do not have operations in our coverage area. If you have questions about whether we can cover your company, e-mail [editorial@wbjournal.com](mailto:editorial@wbjournal.com).

## Got a story idea?

The Worcester Business Journal in general does not do profiles of businesses within our editorial pages without a strong news hook. That means if you want us to write about your business, you need a compelling reason why your story would be of interest to our readers (business leaders throughout Central Massachusetts). Here are some examples of compelling news stories:

- Your business is undertaking a significant expansion.
- Your business is part of a larger economic trend.

The important thing to remember is our readers are from a cross-section of the Central Massachusetts economy. Every story we run in our publication must be of interest to those readers.

If you meet the criteria above, please e-mail [editorial@wbjournal.com](mailto:editorial@wbjournal.com) with your story pitch or call the editor, Brad Kane, directly at 508-755-8004, ext. 256.

## Got an opinion?

The Worcester Business Journal is always looking for opinion pieces and letters to the editor from members of the local business community. Here are some examples of ways to get your name on our opinion pages:

- You have an opinion about a state or federal law/regulation that is impacting your business.
- You have an opinion about a local town or city issue that is impacting your business.
- You have an opinion after reading one of our articles.

You can submit letters or op-eds for publication by e-mailing [editorial@wbjournal.com](mailto:editorial@wbjournal.com). Letters should be no more than 400 words. Op-eds should be no more than 600 words. The WBJ reserves the right to edit letters and op-eds for length, clarity, style and libelous or offensive material.

## Has your company done some good in the local community?

Great! We love to share this news with our readers through our Photo Finish and On The Move pages. If your employees have volunteered at a local nonprofit, or if your company contributed funding to a worthwhile cause, snap a photo and e-mail it to us. All photos must be submitted electronically to [editorial@wbjournal.com](mailto:editorial@wbjournal.com) and must have a resolution of at least 300 dpi. Accepted formats are JPEG, GIF or TIF. Hard copy images will not be used and will not be returned to the sender.

## Got a new job?

We run personnel announcements (new hires and promotions) in our On The Move feature in our print publication, and at [www.WBJournal.com](http://www.WBJournal.com). Personnel announcements should include the following information:

- Name, title and office location
- A brief description of job responsibilities
- Previous work history
- Residence

## Got a business event?

To have your event listed in the paper and at [www.WBJournal.com](http://www.WBJournal.com), please go to [www.WBJournal.com/calendar](http://www.WBJournal.com/calendar) and click on the "Post an Event" link. All calendar items must be held within Central Massachusetts and must be business-related. Events that meet these qualifications will appear online within three business days.

## Do you belong on a list?

The Worcester Business Journal publishes lists in every print edition and compiles all of our lists in the Book of Lists each July. We run lists based on various industry categories (banks, manufacturers, etc.). You can check out our lists [HERE](#) to see if we have a list for your industry. If you belong on one of our lists, email us at [editorial@wbjournal.com](mailto:editorial@wbjournal.com).

## Do you deserve recognition?

We run a variety of award programs throughout the year, including 40 Under Forty, Women in Business and Business Leader of the Year. Click [HERE](#) for more information.

## Got social media?

You can keep tabs on the Worcester Business Journal by following us on Facebook, Twitter and LinkedIn. Here are the links:

- [www.twitter.com/wbjournal](http://www.twitter.com/wbjournal)
- [www.facebook.com/wbjournal](http://www.facebook.com/wbjournal)
- [www.linkedin.com/company/worcester-business-journal](http://www.linkedin.com/company/worcester-business-journal)

## Got a question?

We want to hear from you. Call WBJ Editor Brad Kane at 508-755-8004, ext. 256.

