

editorial 2013 calendar

Issue Date	Ad Closing	Editorial Focus	Lists	Event Sponsorship Opportunities
January 7 January 21	December 27 January 10	Technology/IT Real Estate - The Commercial Report	Technology/IT services firms Commercial sales and leases	
February 4 February 18	January 24 February 7	Banking & Finance Business Leaders of the Year	Banks Advertising & PR Firms	Business Leader Awards
March 4 March 18	February 21 March 7	Health Care & Wellness/Wealth Management Manufacturing	Hospitals Manufacturers	
April 1 April 15 April 22 April 29	March 21 April 4 March 25 April 18	Meetings Guide & Golf Directory Green Business <i>Business Profiles*</i> Education: MBA Programs & Trends	Hotels Green Buildings Accounting Firms	
May 13 May 27	May 2 May 16	Regional Focus: Worcester Small Business: Start Up Guide	Private Foundations SBA Lenders	
June 10 June 24	May 30 June 13	Family Business Awards Central Mass 100	Software & Hardware Companies Central Mass. 100	Family Business Awards
July 8 July 22	June 27 July 3	Life Sciences <i>Book of Lists*</i>	Biomedical Companies	
August 5 August 19	July 25 August 8	Law Education	Law Firms Colleges & Universities	
September 2 September 9 September 16 September 30	August 22 August 12 September 5 September 19	40 Under Forty <i>Giving Guide*</i> Banking & Finance The Energy Issue	Nonprofits Credit Unions Clean Energy Companies	40 Under Forty Awards Mass Energy Summit
October 14 October 28	October 3 October 17	Top Growth Companies Outstanding Women in Business Awards	Fastest-Growing Cos: Private & Nonprofits Women-Owned Businesses	WIB Excellence Awards
November 4 November 11 November 25	October 21 October 31 November 14	<i>Central Mass by the Numbers*</i> Top Workplaces Health Care	Venture Capital Deals HMOs	Top Workplace Awards
December 9 December 23	November 28 December 12	Central Mass. Power Players <i>Economic Forecast*</i>	Private High Schools	(January 2014 Event)

Want to see your business featured in the Worcester Business Journal or online at 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 West Brookfield ([click here for a map](#)). 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.

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 (executives 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 that our readers are from a cross-section of the Central Massachusetts economy. Every story that we run in our publication must be of interest to those readers.

If you meet the criteria above, please e-mail editorial@wbjournal.com with your story pitch or call the editor, Christina H. Davis, 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. 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 page. 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 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 print publication, in our weekly e-mail newsletter People on the Move and at www.WBJournal.com. Items run in the e-mail newsletter and on our website several weeks prior to appearing in print. 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, please go to www.WBJournal.com and click on the "Submit a Calendar Item" link on the left hand side under the heading WBJ Features. 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 at www.WBJournal.com/lists.php to see if we have a list for your industry. If you belong on one of our lists, you can click "Add Data" and fill out a simple form to be considered.

Do you deserve recognition?

We run a variety of award programs throughout the year, including 40 Under Forty, Women in Business, and Family Business. Visit www.WBJournal.com/nomination_list.php for more information.

Got social media?

You can keep tabs on the Worcester Business Journal by following us on Facebook and Twitter. Here are the links:
www.twitter.com/wbjournal
www.facebook.com/wbjournal

Got a question?

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

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