

BACKSTAGE 2008 EDITORIAL CALENDAR

JANUARY

01.03
OSCAR WATCH (National) ad deadline: 12.12
FOCUS ON COMBINED AUDITIONS (National) ad deadline: 12.12
FOCUS ON CRUISE SHIPS (East/West) ad deadline: 12.19

01.10
SAG AWARDS VOTER'S GUIDE (National) ad deadline: 12.19

01.17
ACTING SCHOOLS & COACHES (East) ad deadline: 01.02

01.24
FOCUS ON STUNT WORK (East/West) ad deadline: 01.09

01.31
WELCOME TO NY (East) ad deadline: 01.16
WELCOME TO LA (West) ad deadline: 01.16

FEBRUARY

02.07
OSCAR WATCH: THE NOMINEES (National) ad deadline: 01.23

02.14
FOCUS ON BRITISH TRAINING (National) ad deadline: 01.30

02.21
SPOTLIGHT ON SUMMER TRAINING (National) ad deadline: 01.30
BEST FEATURE FILM CASTING (East/West) ad deadline: 02.06

02.28
FOCUS ON CABARET (East) ad deadline: 02.13
GARLAND AWARDS (West) ad deadline: 02.13

03.06
ACTION (East/West) ad deadline: 02.13

03.13
COLLEGE GUIDE (National) ad deadline: 02.27

03.20
SPOTLIGHT ON YOUNG PERFORMERS (East/West) ad deadline: 03.05

03.27
SPOTLIGHT ON ACTING SCHOOLS & COACHES:
ON-CAMERA TECHNIQUE (East/West) ad deadline: 03.12

MARCH

APRIL

MAY

JUNE

04.03
SPOTLIGHT ON REGIONAL/RESIDENT THEATRES (National) ad deadline: 03.12

04.10
FOCUS ON TOURING (East/West) ad deadline: 03.26
EXPOSURE: SPOTLIGHT ON HEADSHOTS & MARKETING TOOLS* (National) ad deadline: 03.19

04.17
SPOTLIGHT ON VOICEOVER/SPEECH/DICTION (East/West) ad deadline: 04.02

04.24
SPOTLIGHT ON COLD READING TECHNIQUE (East/West) ad deadline: 04.09

05.01
FOCUS ON BEAUTY & FITNESS (East/West) ad deadline: 04.16

05.08
READERS' CHOICE AWARDS, N.Y. (East) ad deadline: 04.23
READERS' CHOICE AWARDS, L.A. (West) ad deadline: 04.23

05.15
SPOTLIGHT ON SINGING & MUSIC (East/West) ad deadline: 04.30

05.22
SPOTLIGHT ON DAYTIME DRAMA (National) ad deadline: 04.30

05.29
TONY AWARDS (National) ad deadline: 05.07

06.05
SPOTLIGHT ON COMMERCIAL CASTING (East/West) ad deadline: 05.21

06.12
EMMY NOMINATIONS (National) ad deadline: 05.21

06.19
GAY PRIDE (East) ad deadline: 06.04
SPOTLIGHT ON ACTING SCHOOLS & COACHES (West) ad deadline: 06.04

06.26
FOCUS ON EXTRAS (East/West) ad deadline: 06.11

JULY

07.03
ACTION (East/West) ad deadline: 06.18

07.10
SPOTLIGHT ON STANDUP COMEDY (East/West) ad deadline: 06.25

07.17
MOVING TO L.A. (East) ad deadline: 07.02
WELCOME TO L.A. (West) ad deadline: 07.02

07.24
SPOTLIGHT ON AUDITION TECHNIQUE (East/West) ad deadline: 07.09

07.31
FOCUS ON HEALTH (East/West) ad deadline: 07.16

AUGUST

08.07
WELCOME TO N.Y. (East) ad deadline: 07.23
MOVING TO N.Y. (West) ad deadline: 07.23

08.14
SPOTLIGHT ON IMPROVISATION (East/West) ad deadline: 07.30

08.21
TOP REGIONAL MARKETS FOR ACTORS (East/West) ad deadline: 08.06

08.28
FALL TV CASTING (East/West) ad deadline: 08.13

SEPTEMBER

09.04
ACTING SCHOOLS & COACHES (East/West) ad deadline: 08.20

09.11
REHEARSAL SPACES (NY) (East) ad deadline: 08.27

09.18
SPOTLIGHT ON EMPLOYMENT (East/West) ad deadline: 09.03

09.25
SPOTLIGHT ON DIVERSITY (East/West) ad deadline: 09.10

OCTOBER

10.02
ACTORFEST SPECIAL (NY) (East) ad deadline: 09.17
FOCUS ON SCREENWRITING (West) ad deadline: 09.17

10.09
EXPOSURE: SPOTLIGHT ON HEADSHOTS & MARKETING TOOLS* (East/West) ad deadline: 09.17

10.16
SPOTLIGHT ON VIDEO GAMES (East/West) ad deadline: 10.01

10.23
SPOTLIGHT ON CASTING SOCIETY OF AMERICA'S ARTIOS AWARDS (National) ad deadline: 10.01

10.30
COLLEGE GUIDE (East/West) ad deadline: 10.15

NOVEMBER

11.06
FOCUS ON SOCIAL NETWORKING (National) ad deadline: 10.15

11.13
ACTION (National) ad deadline: 10.22

11.20
WHO'S IN THE RUNNING? SPOTLIGHT ON TELEVISION ACTORS (National) ad deadline: 11.05

11.27
SPOTLIGHT ON REPRESENTATION (East/West) ad deadline: 11.05

DECEMBER

12.04
WHO'S IN THE RUNNING? SPOTLIGHT ON FILM ENSEMBLES (National) ad deadline: 11.12

12.11/12.18
WHO'S IN THE RUNNING? SPOTLIGHT ON LEAD AND SUPPORTING FILM ACTORS (National) ad deadline: 11.19

12.25
YEAR IN REVIEW (East/West) ad deadline: 12.10
THEATRE GUIDE (West)

* 4-color (8.375" x 10.875") glossy insert designed to visually enhance the display of photographic art.
National = Advertising will run in East **AND** West
East/West = Advertising will run in East **OR** West