

# Editorial Calendar

Featuring these information-packed issues, each with a special editorial focus:

## January/February

### Outside Sales

How to get new customers and new groups in the door

- Know your audience
- Hiring a sales person
- Effective and creative ideas to market to new groups

Submission deadline: Nov. 17, 2006

Editorial deadline: Nov. 24, 2006

Advertising deadline: Nov. 28, 2006

## March/April

### Customer Service

Once you've got them in the door - "Give them the Pickle!"

- General customer service how-to's
- Handling difficult customers
- Even when they're wrong, the customer is always right

Submission deadline: Jan. 19, 2007

Editorial deadline: Jan. 26, 2007

Advertising deadline: Jan. 30, 2007

All **advertising** material may be sent to: RSB, 6905 Corporate Dr., Indianapolis, IN 46278 or email to [ithorson@rollerskating.com](mailto:ithorson@rollerskating.com).

## May/June

### Make your Web Presence Known

You've got a website - now use it to your advantage

- General competencies (blast email, printable coupons, etc)
- Laws regarding children and the internet
- Other websites out there that you can partner with to reach your maximum online potential.

Submission deadline: March 23, 2007

Editorial deadline: March 29, 2007

Advertising deadline: April 2, 2007

## July/August

### All About Skates

Rentals, Pro-Shops, and Selling Techniques

- Rentals - trends and programs
- Retail sales techniques
- Proper skate maintenance
- Using large sporting goods stores to your advantage
- Replacing your rental fleet

Submission deadline: May 24, 2007

Editorial deadline: May 31, 2007

Advertising deadline: June 4, 2007

## September/October

### Remodel Issue

How, When, Planning, What to do first

- Make the plan
- Figure out your budget
- Making it all fit

Submission deadline: July 26, 2007

Editorial deadline: Aug. 2, 2007

Advertising deadline: Aug. 6, 2007

## November/December

### Revitalizing Other Skate Activities in your Facility

Jam Skating, Achievement Programs, Hockey, etc.

- Jam Skating classes and information
- Achievement Award Program
- Hockey Programs
- Roller Derby

Submission deadline: Sept. 21, 2007

Editorial deadline: Sept. 27, 2007

Advertising deadline: Oct. 1, 2007

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## Regular Departments

Each issue of Roller Skating Business is packed with these regular columns by the industry's top notch experts:

**Association News**—Keep abreast of the latest activities and benefits of the Roller Skating Association.

**Calendar**—Includes the various national and international events of interest to the industry.

**Classifieds**—Gives readers a chance to browse for new and used products in the skating industry.

**Feature Articles**—Each issue explores topics relevant to the skating industry. See above for the feature editorial content for 2005.

**Financial Matters**—Discusses various financial strategies and tips for financial success.

**Idea Swap**—Skating center owners and operators share their promotions, games and other ideas that have been successful in their skating center.

**Insurance Issues**—Updates readers on the latest insurance issues and information to help them get the most from their insurance benefits.

**Legally Speaking/Risk Management**—Covers important legal issues associated with running a skating center.

**Marketing Moves**—Gives readers top-notch marketing ideas for their skating center.

**Marketplace Update**—Showcases the latest products available to skating centers.

**Museum News**—Features news from the National Museum of Roller Skating in Nebraska.

**Promotional Calendar**—Showcases upcoming events around which skating centers can build their own in-rink promotions.

**Road Trip**—Travel around the country through profiles of RSA members and their skating center.