

| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|-----------------|--|--|---|--|--|---|
| | Investment and Real Estate | Add-On Services | Technology | Manager Enrichment | Risk Management & Security | Development & Design |
| Ad reservations | November 2 | December 3 | January 8 | February 6 | March 11 | April 10 |
| Ad materials | November 9 | December 11 | January 11 | February 11 | March 14 | April 15 |
| Features | <ul style="list-style-type: none"> Finance options and strategies Alternative investment vehicles Feasibility and due diligence Real estate essentials | <ul style="list-style-type: none"> Profit centers to explore Creating ancillary space Promoting and selling add-on offerings Other logistical challenges | <ul style="list-style-type: none"> Facility automation Mobile devices and apps Management software Tech support <p>BONUS DISTRIBUTION: Self Storage Association Spring Conference</p> | <ul style="list-style-type: none"> Sales skills Customer care Career-advancement advice Conflict resolution <p>BONUS DISTRIBUTION: Inside Self-Storage World Expo</p> | <ul style="list-style-type: none"> Legal issues Insurance (commercial and tenant) Crisis and crime management Safety and security <p>BONUS DISTRIBUTION: California Self Storage Association Conference</p> | <ul style="list-style-type: none"> Planning and zoning Design trends and aesthetics Construction trends and challenges Components and materials |
| | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
| | Marketing | Outsourcing / Best of Business | Top-Operators List & Spotlight | Revenue Management | Property Care | Staffing |
| Ad reservations | May 3 | June 7 | July 8 | August 9 | September 9 | October 7 |
| Ad materials | May 8 | June 12 | July 11 | August 14 | September 12 | October 10 |
| Features | <ul style="list-style-type: none"> Community marketing Traditional promotion methods Digital strategies Public relations and the media | <ul style="list-style-type: none"> When to outsource Vetting service suppliers Negotiating contracts Best of business winners revealed | <ul style="list-style-type: none"> 100 of the industry's top facility owners 50 of the industry's top management firms List observations and analysis Operator showcase and insights <p>BONUS DISTRIBUTION: Self Storage Association Fall Conference</p> | <ul style="list-style-type: none"> Pricing strategies Delinquencies and collections Operating expenses Budgeting and forecasting <p>BONUS DISTRIBUTION: Texas Self Storage Association Conference / Federation of European Self Storage Associations Conference</p> | <ul style="list-style-type: none"> Understanding/increasing facility value Upgrades and remodeling Site-maintenance tasks DIY service and repair | <ul style="list-style-type: none"> Hiring, training and evaluating Compensation and incentives Policies and procedures Discipline and termination |