

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Investment & Real Estate	Add-On Services	Technology	Manager Enrichment	Risk Management & Security	Development & Design
Ad reservations	November 5	December 2	January 5	February 2	March 7	April 9
Ad materials	November 10	December 7	January 8	February 5	March 11	April 14
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 	<ul style="list-style-type: none"> Sales skills Customer care Career-advancement advice Conflict resolution 	<ul style="list-style-type: none"> Legal issues Insurance (commercial and tenant) Crisis and crime management Safety and security 	<ul style="list-style-type: none"> Planning and zoning Design trends and aesthetics Construction trends and challenges Components and materials <p>BONUS DISTRIBUTION: Self Storage Association Spring Conference</p>

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Marketing	Outsourcing / Best of Business	Annual Top-Operators Lists & Operator Showcase	Revenue Management	Property Care	Staffing
Ad reservations	May 7	June 4	July 5	August 12	September 6	October 4
Ad materials	May 12	June 9	July 8	August 17	September 9	October 7
Features	<ul style="list-style-type: none"> Grassroots and community marketing Traditional promotion methods Digital strategies Public relations and the media <p>BONUS DISTRIBUTION: Inside Self-Storage World Expo / California Self Storage Association Owners Summit</p>	<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: Arizona Self Storage Association Conference / California Self Storage Association Conference / Federation of European Self Storage Associations Conference / Texas Self Storage Association 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