

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Investment & Real Estate	Add-On Services	Technology	Manager Enrichment	Risk Management & Security	Development & Design
Ad reservations	November 7	December 6	January 7	February 5	March 9	April 8
Ad materials	November 12	December 11	January 10	February 10	March 12	April 13
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 Operation & Technology 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	Annual Top-Operators Lists & Operator Showcase	Revenue Management	Property Care	Staffing
Ad reservations	May 8	June 5	July 6	August 7	September 7	October 5
Ad materials	May 12	June 10	July 9	August 12	September 11	October 8
Features	<ul style="list-style-type: none"> Grassroots and 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