

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Investment & Real Estate	Add-On Services	Technology	Manager Enrichment	Risk Management & Security	Development & Design
Ad reservations	November 4	December 1	January 7	February 4	March 9	April 8
Ad materials	November 9	December 6	January 12	February 9	March 14	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 <p>BONUS DISTRIBUTION: Arizona Self-Storage Association Conference</p>	<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	Annual Top-Operators Lists & Operator Showcase	Revenue Management	Property Care	Staffing
Ad reservations	May 11	June 8	July 7	August 9	September 8	October 7
Ad materials	May 16	June 13	July 12	August 12	September 13	October 12
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