



- Choose APA's flagship magazine, *Planning*, to showcase your products and services!
- Three special issues: January focuses on New Orleans, the site of APA's 2010 National Planning Conference; May/June covers transportation; and August/September focuses on the environment.
- PP: "Practicing Planner" articles where planners find the tools they need today.
- *Planning* is mailed the third week of the month before the cover date.

**JANUARY**

**Special Conference Issue on New Orleans**

The city rebuilds: Housing choices, business comebacks, sustainable development.

- **Ad best bets:** Consultants in affordable housing and economic development, and business development companies

Reserve ad space by ..... November 23, 2009  
Materials due by ..... November 30, 2009

**FEBRUARY**

**Looking for Sunshine**

What an economic turnaround may mean for state and city budgets. Plus, an analysis of federal urban policy.

**PP: After the Games**

Winners and losers among Olympics host cities.

- **Ad best bets:** Bond rating companies, municipal bond underwriters, and mortgage companies

Reserve ad space by ..... December 18  
Materials due by ..... December 28

**MARCH**

**Smart Growth Scorecard**

What have we learned from smart growth innovators?

**PP: Revving Up**

The latest from places that rely on auto manufacturing, spinoff industries, and car sales.

- **Ad best bets:** Auto manufacturers and dealerships, members of the Association of International Automobile Manufacturers, and members of the National Automobile Dealers Association

Reserve ad space by ..... January 15, 2010  
Materials due by ..... January 22, 2010

**APRIL**

**Earth Day + 40**

Four decades of success in environmental law—and what lies ahead. Plus, a special section on APA's National Planning Awards.

- **Ad best bets:** Consultants and conference exhibitors. This issue will be distributed at APA's New Orleans conference.

Reserve ad space by ..... February 16  
Materials due by ..... February 22

**MAY/JUNE**

**Special Issue on Transportation**

New parking standards, transit-oriented development, and pedestrian master plans. Plus, an analysis of federal transportation programs.

- **Ad best bets:** Consultants in transportation and transystems, members of the Transportation Research Board, and members of the National Parking Association

Reserve ad space by ..... March 16  
Materials due by ..... March 22

**JULY**

**Tourism Tactics**

Making the most of a seasonal economy.

**PP: Firsthand Advice about Second Homes**

What the experts say about excess vacation properties.

- **Ad best bets:** Companies that specialize in second-home financing

Reserve ad space by ..... May 14  
Materials due by ..... May 21

**AUGUST/SEPTEMBER**

**Special Issue on the Environment**

The waste factor: Landfills, recycling, and wastewater. Plus, climate action plans, the green office, and an analysis of federal environmental programs.

- **Ad best bets:** Waste management companies, consultants in environmental analysis, recycling coalitions, and resource-recycling systems

Reserve ad space by ..... June 14  
Materials due by ..... June 21

**OCTOBER**

**Housing: On the Upswing?**

What's being built and where.

**PP: Putting Affordability First**

Trends in design, density, and financing.

- **Ad best bets:** Developers and architectural firms, mapping services, and finance and banking institutions

Reserve ad space by ..... August 16  
Materials due by ..... August 23

**NOVEMBER**

**Court's in Session**

A review of hot legal issues.

**PP: On the Waterfront**

New parks and trails spur economic development.

- **Ad best bets:** Legal services

Reserve ad space by ..... September 15  
Materials due by ..... September 22

**DECEMBER**

**Great Places in America**

Top streets, neighborhoods, and public places.

**PP: Shakeouts in the Consulting Business**

A status report on private planning firms.

- **Ad best bets:** Community development and urban design services; landscaping, paving and watering materials; street furniture; and lighting

Reserve ad space by ..... October 15  
Materials due by ..... October 22

**"Planning goes right to our target audience. It's an excellent showcase for our company's services."**

*Martin K. Holdrich, Vice President, Woods & Poole Economics, Inc.*