



MASSACHUSETTS
ASSOCIATION OF
REALTORS®

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2011 Editorial Calendar

ISSUE	EDITORIAL FOCUS	
JANUARY/FEBRUARY	Foreclosures Forestall Short Sales: Awareness of the pitfalls can help you close the deal	
	<ul style="list-style-type: none"> • Market Conditions • Reaction from REALTORS® 	<ul style="list-style-type: none"> • Frustrating Experiences
Editorial Due:	November 11, 2010	Ad Materials Due: December 3, 2010
Ad Reservation Deadline:	November 25, 2010	
MARCH/APRIL	Buying Incentives – Strategies to help jumpstart home buying	
	<ul style="list-style-type: none"> • Communicating a Positive Message • Buyer Agent Tactics 	<ul style="list-style-type: none"> • Impressive Affordability Facts
Editorial Due:	January 7, 2011	Ad Materials Due: January 28, 2011
Ad Reservation Deadline:	January 21, 2011	
MAY/JUNE	Do You Really Need That iPad? – A look at what agents really need in their technology toolbox	
	<ul style="list-style-type: none"> • Latest & Greatest vs. Tried & True • Making Smart Tech Purchases 	<ul style="list-style-type: none"> • Advancing Your Arsenal
Editorial Due:	March 11, 2011	Ad Materials Due: March 26, 2011
Ad Reservation Deadline:	March 19, 2011	
JULY/AUGUST	Ethics vs. Legality – Legal standards don't always reach the level of professionalism needed	
	<ul style="list-style-type: none"> • Lines of Conduct • Industry Best Practices 	<ul style="list-style-type: none"> • Understanding Disclosures
Editorial Due:	May 11, 2011	Ad Materials Due: May 27, 2011
Ad Reservation Deadline:	May 20, 2011	
SEPTEMBER/OCTOBER	Education = Success – 2011 MAR Conference & Tradeshow Special Section	
	<ul style="list-style-type: none"> • Sales/Marketing Sidebars • Speaker & Event Highlights 	<ul style="list-style-type: none"> • Most Sought-After Courses
Editorial Due:	July 12, 2011	Ad Materials Due: July 28, 2011
Ad Reservation Deadline:	July 21, 2011	
NOVEMBER/DECEMBER	Marketing in High-Delinquency Areas – How do you handle home/condo sales when associations talk of dissolution?	
	<ul style="list-style-type: none"> • Handling Sales in Bankrupt Associations • Marketing Strategies 	
Editorial Due:	September 13, 2011	Ad Materials Due: September 30, 2011
Ad Reservation Deadline:	September 23, 2011	