

2010 Journal of Architectural Coatings Editorial Calendar

March 2010 / Ad closing: Feb. 1 / FOCUS: Concrete Coatings, Color and Design—Floor coatings and treatments

Stucco, plaster, antigraffiti and other specialty materials for interiors and exteriors • The Building Envelope • Air Barriers: A review of materials technology and new developments • Roof Coatings: RRCI series, final installment—SPF roof coatings

Contractor focus—Adaptive reuse/extended use/restoration

Extreme Green Makeover, debut project

Special Advertising Sections: Resource Guide: Concrete Coatings and Treatments (with Concrete Guide e-blast) Coatings Removal/Surface Prep

Distribution at Concrete Décor Decorative Concrete Show, CONSTRUCT

June 2010 / Ad closing: Apr. 30 / FOCUS: Green: JAC's Top Green Project Picks

Green roof/cool roof systems • Emphasis on Education: Restoration/maintenance, Going green/high performance • Building Envelope: EIFS Maintenance/Restoration: Hotel/high-rise residential • Performance and Aesthetics: Waterproofing/water resistance

Building Envelope: Green roofs/cool roofs

Contractor focus—Energy efficiency upgrade for schools (building envelope)

Extreme Green Makeover: Schools

Special Advertising Sections: Waterproofing/Water Resistance, GREEN Products (with GreenGuide e-blast)

September 2010 / Ad closing: Aug. 2 / FOCUS: The Best of Coatings, Color and Design

Interior • Exterior • Building Envelope: Water resistance/waterproofing • Performance and Aesthetics: Corrosion control

Access Systems and Equipment

Contractor focus—Commercial projects that challenge

Extreme Green Makeover: Health care

Special Online Resource: Contractor/Consultant Directory

Special Advertising Sections: GREEN Products (with GreenGuide e-blast), Coatings Removal/Surface Preparation

December 2010 / Ad closing: Nov. 1 / FOCUS:

Advances in green coatings

Coatings, Color and Design:

Concrete floor coatings and treatments • The Building

Envelope: Roof coatings • Fire-resistant coatings

Performance and aesthetics: Wood coatings

Anticorrosion coatings for metal

Special Online Resource:

Annual Coatings Buyers Guide

Contractor focus—Going green

Extreme Green Makeover: Commercial office buildings

Special Advertising Sections:

Concrete Coatings and Treatments (with Concrete Guide e-blast),

Roof Coatings (with Roof Coatings e-blast)

Distribution at World of Concrete 2011, SSPC 2011

