

Mission Critical

ISSUE/Ad Close	EDITORIAL FOCUS	PROMOTIONS	BONUS DISTRIBUTION
<p>JANUARY Ad Close: Dec. 2, 2020 Material Close: Dec. 8, 2020</p>	<p>The Cloud Issue</p> <ul style="list-style-type: none"> • Cybersecurity • Cloud computing • DCIM 	<p>BOGO ad half-page minimum</p>	<p>BICSI Winter Conference & Exhibition Orlando Feb. 7-11</p>
<p>FEBRUARY Ad Close: Jan. 13, 2021 Material Close: Jan. 19, 2021</p>	<p>Future-Ready Infrastructure</p> <ul style="list-style-type: none"> • PoE • Fiber optics • 5G • Edge computing 		<p>AFCOM-DCW March 2021</p>
<p>MARCH Ad Close: Feb. 10, 2021 Material Close: Feb. 16, 2021</p>	<p>Batteries</p> <ul style="list-style-type: none"> • Battery technologies • Fire safety • Unique mission critical operations • Women in Technology 		
<p>APRIL Ad Close: March 10, 2021 Material Close: March 16, 2021</p>	<p>Power</p> <ul style="list-style-type: none"> • UPS/flywheel trends • Health care facilities • Site selection • Arc flash and electrical safety 	<p>BOGO ad half-page minimum</p>	<p>7x24 Spring Conference June 6-9</p>
<p>MAY Ad Close: April 14, 2021 Material Close: April 20, 2021</p>	<p>Cooling Solutions</p> <ul style="list-style-type: none"> • Air, water, and liquid cooling trends • Data center monitoring • Virtual servers • On-premises storage 		
<p>JUNE Ad Close: May 12, 2021 Material Close: May 18, 2021</p>	<p>Energy-Efficient Measures</p> <ul style="list-style-type: none"> • Data center management best practices • Cooling at the cabinet • Free cooling and other energy-efficient solutions • Building commissioning 	<p>BOGO ad half-page minimum</p>	

Mission Critical

ISSUE/Ad Close	EDITORIAL FOCUS	PROMOTIONS	BONUS DISTRIBUTION
<p>JULY Ad Close: June 9, 2021 Material Close: June 15, 2021</p>	<p>Renewables</p> <ul style="list-style-type: none"> • Microgrids • Renewable energy resources • Annual state of the industry roundtable • Sustainability and the built environment 		<p>BICSI Fall Conference & Exhibition Aug. 22-26</p>
<p>AUGUST Ad Close: July 14, 2021 Material Close: July 20, 2021</p>	<p>Resiliency</p> <ul style="list-style-type: none"> • Decommissioning, ITAD, and the circular economy • Facility design • Top Tier Products Awards • Managing outages 	<p>BOGO ad half-page minimum</p>	
<p>SEPTEMBER Ad Close: Aug. 11, 2021 Material Close: Aug. 17, 2021</p>	<p>IT Solutions</p> <ul style="list-style-type: none"> • Disaster preparedness/recovery plans • As-a-service models • IoT • Data center automation 		
<p>OCTOBER Ad Close: Sept. 15, 2021 Material Close: Sept. 21, 2021</p>	<p>Workforce Development</p> <ul style="list-style-type: none"> • International Data Center Day • Digital transformation • Essential services — a look at various industries that rely on data centers • Mission critical career opportunities 		<p>7x24 Fall Conference Oct. 24-27</p>
<p>NOVEMBER Ad Close: Oct. 13, 2021 Material Close: Oct. 19, 2021</p>	<p>Cabling Solutions</p> <ul style="list-style-type: none"> • Airflow management • Cable management options • The latest in cable trends • Scalability • Most Critical Player Award 		
<p>DECEMBER Ad Close: Nov. 10, 2021 Material Close: Nov. 16, 2021</p>	<p>Back to the Basics</p> <ul style="list-style-type: none"> • Buyer's Guide eBook • Industry metrics and standards • Total cost of ownership considerations • Training and education 	<p>Buyer's Guide ebook combination offer</p>	<p>AHR Expo, Las Vegas Jan. 31 - Feb. 2, 2022</p>