

# 2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>MONTHLY CONTENT FOCUS</b>  ACROSS ALL PLATFORMS	<b>TRENDS FOR 2021</b>  Diagnostics: ADAS Acronyms  Technical: Hybrids/EVs  Ask the Expert  The MSO  Health & Safety  <b>SUPPLEMENT:            ADVANCED MATERIALS GUIDE</b>	<b>MARKET DIFFERENTIATION</b>  Diagnostics: Calibration Center  Technical: Paint Prep Mistakes  Ask the Expert  The MSO	<b>PPE AND SAFETY, 1 YEAR LATER</b>  Diagnostics: Chasing Wires  Technical: Road Tests  Ask the Expert  The MSO  Health & Safety	<b>EMPLOYEE RETENTION AND READER'S CHOICE</b>  Diagnostics: Market Rates  Technical: Plastic Repair  Ask the Expert  The MSO  <b>WELDING GUIDE</b>	<b>INDUSTRY PROFILE</b>  Diagnostics: Having a Process  Technical: Spraybooth Efficiency  Ask the Expert  The MSO  Health & Safety	<b>TECH SHORTAGE AND ASE CERTIFICATION</b>  Diagnostics: ADAS and Mechanical  Technical: Exotic Substrates  Ask the Expert  The MSO  <b>BUYER'S GUIDE</b>
<b>SPECIAL OPPORTUNITIES THIS YEAR</b>	<ul style="list-style-type: none"> <li> <span style="display: inline-block; width: 15px; height: 15px; background-color: #4a4a8a; margin-right: 5px;"></span> <b>NEW! MARKETING WITH MICKI AND JASON</b>            Podcast with top collision marketer Micki Woods and Jason Stahl discussing strategies for shops to increase their brand and profile.         </li> <li> <span style="display: inline-block; width: 15px; height: 15px; background-color: #4a4a8a; margin-right: 5px;"></span> <b>NEW! FRONT LINES WITH JASON STAHL</b>            Video series with Jason Stahl interviewing industry people on management/operations in the front of the shop.         </li> <li> <span style="display: inline-block; width: 15px; height: 15px; background-color: #4a4a8a; margin-right: 5px;"></span> <b>CRASH COURSE</b>            Video series with Jason Stahl discussing technical/shop production issues in the back of the shop.         </li> <li> <span style="display: inline-block; width: 15px; height: 15px; background-color: #4a4a8a; margin-right: 5px;"></span> <b>CRUNCH TIME WITH JASON STAHL</b>            Video series with plenty of character and action as Jason Stahl visits local body shops and manufacturing facilities to take a close look at how they operate and their daily challenges.         </li> <li> <span style="display: inline-block; width: 15px; height: 15px; background-color: #4a4a8a; margin-right: 5px;"></span> <b>EXECUTIVE OF THE YEAR SPONSORSHIP</b>            Name on trophy, cover curl on December cover, logo throughout print edition story, plus a video!         </li> <li> <span style="display: inline-block; width: 15px; height: 15px; background-color: #4a4a8a; margin-right: 5px;"></span> <b>PRODUCTS:</b> Monthly review of essential tools and equipment.         </li> </ul>					

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→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS  
 → CLOSING DATE  
 → MATERIALS DUE DATE



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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>MONTHLY CONTENT FOCUS</b>  ACROSS ALL PLATFORMS	<b>HANDLING A CRISIS</b>  Diagnostics: Electronic Blueprinting  Technical: STRSW  Ask the Expert  The MSO  Health & Safety  <b>OE CERTIFICATION GUIDE</b>	<b>ADD-ON BUSINESS</b>  Diagnostics: Scanning Techs  Technical: Equipment Maintenance  Ask the Expert  The MSO	<b>OE CERTIFICATION</b>  Diagnostics: Scanning and Glass  Technical: Paint Problems  Ask the Expert  The MSO  Health & Safety	<b>EXPANDING YOUR SHOP</b>  Diagnostics: Cameras and Sensors  Technical: Cosmetic Repair  Ask the Expert  The MSO  <b>SCANNING GUIDE</b>	<b>EXECUTIVE OF THE YEAR</b>  Diagnostics: ADAS and Alignment  Technical: MIG Brazing  Ask the Expert  The MSO  Health & Safety	<b>OE REPAIR PROCEDURES</b>  Diagnostics: Scan vs. Recalibration  Technical: Measuring  Ask the Expert  <b>SUPPLEMENT: CRASH REPORT</b>
SPECIAL OPPORTUNITIES THIS YEAR	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <ul style="list-style-type: none"> <li> <b>NEW! MARKETING WITH MICKI AND JASON</b>                Podcast with top collision marketer Micki Woods and Jason Stahl discussing strategies for shops to increase their brand and profile.             </li> <li> <b>NEW! FRONT LINES WITH JASON STAHL</b>                Video series with Jason Stahl interviewing industry people on management/operations in the front of the shop.             </li> </ul> </div> <div style="width: 30%;"> <ul style="list-style-type: none"> <li> <b>CRASH COURSE</b>                Video series with Jason Stahl discussing technical/shop production issues in the back of the shop.             </li> <li> <b>CRUNCH TIME WITH JASON STAHL</b>                Video series with plenty of character and action as Jason Stahl visits local body shops and manufacturing facilities to take a close look at how they operate and their daily challenges.             </li> </ul> </div> <div style="width: 30%;"> <ul style="list-style-type: none"> <li> <b>EXECUTIVE OF THE YEAR SPONSORSHIP</b>                Name on trophy, cover curl on December cover, logo throughout print edition story, plus a video!             </li> <li> <b>PRODUCTS:</b> Monthly review of essential tools and equipment.             </li> </ul> </div> </div>					

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