

2010 Editorial Calendar

Cotton Farming

Columns & Departments

JANUARY 2010

Cotton's Comeback
Where Is New Acreage?
New Varieties That Work
Optimism For Industry

CONVENTION DISTRIBUTION:
Beltwide Cotton Conferences
Georgia Peanut Farm Show

Deadline for space: 11/16/09
Deadline for materials: 11/23/09

FEBRUARY 2010

Beltwide Wrapup
Precision Ag: Evaluating Costs
How Important Is Burndown?
Impact Of Corn/Soybean Prices

CONVENTION DISTRIBUTION:
Mid-South Farm & Gin Show

Deadline for space: 12/21/09
Deadline for materials: 12/28/09

MARCH 2010

TCGA Program
Value Of Earliness
Pre-Plant Priorities
Early Season Weeds

CONVENTION DISTRIBUTION:
Texas Cotton Ginners' Association
Annual Meeting

Deadline for space: 1/22/10
Deadline for materials: 1/29/10

APRIL 2010

Precision Ag: VR Update
Planting Decisions
Early Vigor
Early Season Diseases

Deadline for space: 2/24/10
Deadline for materials: 3/3/10

One of the attractive features about *Cotton Farming* columns and departments is the diversity of information offered in each month's issue.

No matter what the topic, you can find analysis and expertise delivered from a variety of sources within the industry.

Cotton's Agenda: The National Cotton Council delivers a timely message from the legislative and regulatory perspective.

Specialists Speaking: Our specialists offer production recommendations from all regions of the Cotton Belt.

My Turn: Each month a different author talks about his experiences in agriculture.

Cotton Board Report: Six times a year, this organization updates the industry on the latest developments in Cotton Incorporated's Research & Promotion program.

Editor's Note: Editor Tommy Horton offers monthly commentary about all issues pertinent to cotton farmers across the Belt.

Web Poll: *Cotton Farming* continues to interact with its readers by publishing the results of its monthly Web Poll question.

Marketing: Each quarter, a marketing column is published from the merchant, cooperative or independent broker perspective.

Industry Comments: In order to measure reaction across the Cotton Belt on any topic, producers and industry leaders comment each month on a relevant issue.

Our staff has the experience and expertise in the cotton industry to analyze any pertinent issue that might arise. We also have a long tradition of gaining access to congressional and industry decision-makers who help shape policy that affects everyone in agriculture.

MAY 2010

Input Efficiency
Corn-Cotton Rotations
Eliminating Weed Problems
Starting Strong

Deadline for space: 3/26/10
Deadline for materials: 4/2/10

JUNE 2010

Water Resources
Can Dryland Acres Survive?
Innovative Irrigation
Saving Aquifers

Deadline for space: 4/23/10
Deadline for materials: 4/30/10

JULY 2010

Secondary vs. Primary Insects
Insect Host Environments
Battling Resistance
Benefits Of Beneficials

CONVENTION DISTRIBUTION:
Milan No-Till Field Day

Deadline for space: 5/25/10
Deadline for materials: 6/1/10

AUGUST 2010

Defoliation Timing
Protecting Quality
Late-Season Management
Preparing The Gin

Deadline for space: 6/24/10
Deadline for materials: 7/1/10

SEPTEMBER 2010

Harvest Preparation
Yield vs. Quality
Equipment Maintenance
Counting Heat Units

Deadline for space: 7/27/10
Deadline for materials: 8/3/10

OCTOBER 2010

Ginning For Quality
Protecting Modules
Harvest Efficiency
Know Your Customer

Deadline for space: 8/25/10
Deadline for materials: 9/1/10

NOVEMBER 2010

Seed Variety Guide
New Varieties' Update
Fall Burndown/Soil Sampling
Reviewing The Season

Deadline for space: 9/24/10
Deadline for materials: 10/1/10

DECEMBER 2010

Preparing For 2011
Customer Relationships
Crop Loans
Know Your Lender

Deadline for space: 10/22/10
Deadline for materials: 10/29/10