



- **Planning is the flagship publication of the American Planning Association.**
- 2008 editorial themes are green communities, transportation, and technology. Most issues contain an article on at least one of these topics.
- Focused issues have a cluster of articles on a single topic. A special issue covers Las Vegas, our 2008 conference host city.
- PP: "Practicing Planner" articles where planners find the tools they need today.
- The magazine is mailed the third week of the month before the cover date.

**JANUARY**

**Great Streets and Great Neighborhoods**

APA recognizes well-planned places around the nation. The first year of a new program.

**PP: It's Sustainable**

Green community development codes. How cities can make sure new development is friendly to the environment.

**Also: Big City Subways—Can We Fix Them?**

New York, Chicago, and other cities struggle with financing and maintenance.

Reserve ad space by .....October 29, 2007  
Materials due by .....November 5

**FEBRUARY**

**Special conference issue on Las Vegas**

Looking at the other Las Vegas—the one where people live and work. Issues include fast growth, water, open space, housing, and transportation.

**PP: Tech Heaven**

Nevada and technology go together.

Reserve ad space by .....November 27  
Materials due by .....December 5

**MARCH**

**What Melting Pot?**

How cities are treating immigrants.

**PP: How Green Is My Neighborhood?**

"Green" standards go beyond individual buildings.

Reserve ad space by .....December 27  
Materials due by .....January 4, 2008

**APRIL**

**Focus: National Planning Awards**

Great plans, inspiring leaders, and planning landmarks. New this year: green communities award.

**PP: Bicycle Madness**

How to make biking safe for everyone.

**Also: Safe and Sound**

Homeland security in smaller cities.

Reserve ad space by .....January 28  
Materials due by .....February 6

**MAY**

**Focus: Travel Costs**

Congestion pricing, toll roads, privatized parking.

**PP: Budget Biggies**

Metropolitan planning organizations control the transportation purse strings.

- **Ad best bets:** Transportation and parking consultants; civil engineers; infrastructure professionals

Reserve ad space by .....February 25  
Materials due by .....March 5

**JUNE**

**One Small Happy Family**

Housing needs and choices for today's families.

**PP: Keeping Buildings Green**

Technology for energy efficiency.

- **Ad best bets:** Architects; landscape architects; developers; construction companies; green-building professionals; ecology-friendly businesses

Reserve ad space by .....March 27  
Materials due by .....April 7

**JULY**

**A Practical Education**

Matching the planning curriculum to jobs in the real world.

**PP: Map This**

Innovations in geographic information systems.

- **Ad best bets:** Notices of seminars, training, and educational materials for planners; GIS consultants

Reserve ad space by .....April 28  
Materials due by .....May 5

**AUGUST/SEPTEMBER**

**Focus: Water**

Watersheds, water quality, green infrastructure.

**PP: Dollars Per Drop**

Calculating the costs of water supply and safety.

- **Ad best bets:** Water conservation consultants and businesses; environmental services

Reserve ad space by .....May 26  
Materials due by .....June 6

**OCTOBER**

**What's Needed Now**

A planning agenda for the next president.

**PP: Back Together Again**

After years of separation, school planning and comprehensive planning are being done in tandem.

**Also: Tech to Keep Your Eye On**

New stuff planners can use.

- **Ad best bets:** Ecology-friendly businesses; new urbanists; energy, environmental, green-building, recreation, safety and security, and technology consultants

Reserve ad space by .....July 28  
Materials due by .....August 6

**NOVEMBER**

**Professionally Speaking**

Salary and job trends for planners.

**PP: Brownfield Scorecard**

How well has the nation done in reusing old sites?

- **Ad best bets:** Environmental and waste-management consultants

Reserve ad space by .....August 25  
Materials due by .....September 5

**DECEMBER**

**Time to Save the World**

How to cope with depleted fossil fuel supplies, terrorism threats, an aging population, and a growing gap between the rich and poor.

**PP: It's Up to You**

Facing global challenges on the job. How the profession will have to change.

**Also: Transportation Tomorrow**

Innovations that will shape the future.

- **Ad best bets:** Fuel distributors; energy companies; health and medical insurance companies; safety and security equipment manufacturers; transportation consultants

Reserve ad space by .....September 26  
Materials due by .....October 6