

JANUARY

- SPOTLIGHT: Turfgrass Science
- SPECIAL FEATURE: Industry Trends and Outlook
- EQUIPMENT AND TECH: Blowers, Sweepers and Vacs
- BONUS: SFMA Conference

Ad Close: **Dec. 5, 2024**
 Ad Material Due: **Dec. 12, 2024**
 Deployment Date: **Dec. 22, 2024**

FEBRUARY

- SPOTLIGHT: Softball
- SPECIAL FEATURE: SFMA President Profile
- EQUIPMENT AND TECH: Trimmers and Edgers

Ad Close: **Jan. 16, 2025**
 Ad Material Due: **Jan. 23, 2025**
 Deployment Date: **Feb. 2, 2025**

MARCH

- SPOTLIGHT: Baseball
- SPECIAL FEATURE: SFMA Conference Recap
- EQUIPMENT AND TECH: Sprayers and Spreaders

Ad Close: **Feb. 12, 2025**
 Ad Material Due: **Feb. 20, 2025**
 Deployment Date: **Mar. 1, 2025**

APRIL

- SPOTLIGHT: International Fields and Facilities
- SPECIAL FEATURE: Landscape & Grounds Mgmt
- EQUIPMENT AND TECH: Mowers (Riding and ZTR)

Ad Close: **Mar 19, 2025**
 Ad Material Due: **Mar. 26, 2025**
 Deployment Date: **Apr. 5, 2025**

MAY

- SPOTLIGHT: Sporting Grounds
- SPECIAL FEATURE: Infields
- EQUIPMENT AND TECH: Battery and Robotics

Ad Close: **Apr. 16, 2025**
 Ad Material Due: **Apr. 23, 2025**
 Deployment Date: **May 3, 2025**

JUNE

- SPOTLIGHT: Parks and Recreation
- SPECIAL FEATURE: Pest Management
- EQUIPMENT AND TECH: UTVs

Ad Close: **May 13, 2025**
 Ad Material Due: **May 20, 2025**
 Deployment Date: **May 31, 2025**

JULY

- SPOTLIGHT: Football
- SPECIAL FEATURE: Professional/Career Development
- EQUIPMENT AND TECH: Paints and Marking

Ad Close: **Jun. 16, 2025**
 Ad Material Due: **Jun. 25, 2025**
 Deployment Date: **Jul. 8, 2025**

AUGUST

- SPOTLIGHT: Soccer
- SPECIAL FEATURE: Sustainability/BMPs
- EQUIPMENT AND TECH: Aerators

Ad Close: **Jul. 16, 2025**
 Ad Material Due: **Jul. 23, 2025**
 Deployment Date: **Aug. 2, 2025**

SEPTEMBER

- SPOTLIGHT: Water Management/Irrigation
- SPECIAL FEATURE: Facilities Management
- EQUIPMENT AND TECH: Field Groomers

Ad Close: **Aug. 13, 2025**
 Ad Material Due: **Aug. 20, 2025**
 Deployment Date: **Aug. 30, 2025**

OCTOBER

- SPOTLIGHT: Rising Star Awards
- SPECIAL FEATURE: Sod and Seed
- EQUIPMENT AND TECH: Dethatchers and Verticutters

Ad Close: **Sept. 10, 2025**
 Ad Material Due: **Sept. 17, 2025**
 Deployment Date: **Sept. 27, 2025**

NOVEMBER

- SPOTLIGHT: SFMA Conference Preview
- SPECIAL FEATURE: Preparing for Winter
- EQUIPMENT AND TECH: Tractors

Ad Close: **Oct. 15, 2025**
 Ad Material Due: **Oct. 22, 2025**
 Deployment Date: **Nov. 1, 2025**

DECEMBER

- SPOTLIGHT: Sports Field Design and Construction
- SPECIAL FEATURE: Budgeting
- EQUIPMENT AND TECH: Mowers (Stand-on/Walk-Behind)

Ad Close: **Nov. 19, 2025**
 Ad Material Due: **Nov. 24, 2025**
 Deployment Date: **Dec. 3, 2025**

OPE+ MARKET DATA BOOK - JANUARY 2025

See Power Information Group Content Calendar (next page)