

ABOUT US

PRINT

DIGITAL

ONLINE

ENEWS

GREEN
MEDIA

CONTACT

Editorial Calendar

January

- OPE's 2017 Industry Forecasts (Part I of II)
- Marketing 101: 10 Low-cost or Free Marketing Ideas
- 2017 Marketing Plan Update: Add these marketing tasks to your calendar to kick off 2017
- Equipment & Technology Focus: Engines & Fuel Additives

AD CLOSE: 11/21 MATERIALS DUE: 11/23

February

- Inventory Management Tips & Technology
- ARA Rental Show Preview
- Keeping Up With Google: Get updated on what you need to do to stay competitive in search
- Equipment & Technology Focus: String Trimmers & Edgers

AD CLOSE: 12/27 MATERIALS DUE: 12/29

March

- Managing People: 4 Biggest Mistakes An Owner Can Make
- How to Minimize Workplace Violence
- Exploring Apps: Connect with today's mobile-first consumers via a dealership-branded mobile app
- Equipment & Technology Focus: Hedge Trimmers & Brushcutters

AD CLOSE: 1/25 MATERIALS DUE: 1/27

April

- Sales Tips: 7 Deadly Sins of Sales
- ARA Rental Show Recap
- Next Generation SEO: Is your online presence optimized for search?
- Equipment & Technology Focus: Wood Handlers (Chain Saws, Chippers, Log Splitters & Stump Grinders)

AD CLOSE: 3/1 MATERIALS DUE: 3/3

May

- Generating Profit: 3 Keys to Success
- How to Win Over Millennials
- Facebook's New Rules: Keeping up with Facebook's changes
- Equipment & Technology Focus: Debris Handlers (Blowers, Sweepers, Vacuums)

AD CLOSE: 3/29 MATERIALS DUE: 3/31

June

- OPEI Initiatives Update
- What Can Team Sports Teach Us About Running an OPE Business?
- OPE Dealer Marketing Benchmark Survey results
- Equipment & Technology Focus: Generators & Pressure Washers

AD CLOSE: 4/26 MATERIALS DUE: 4/28

July

- OPE Dealer Progress Report
- The Numbers Tell The Story: Are we winning, just making it, or not making it?
- Online Advertising for Newbies
- Equipment & Technology Focus: Turf Renovators (Aerators, Dethatchers, Seeders & Topdressers)

AD CLOSE: 5/26 MATERIALS DUE: 5/31

August

- Equipment Trends 2017
- New Math of Ownership: Equity for employees means larger returns for you
- Dealer Q&A: Answers to reader questions submitted via Facebook
- Equipment & Technology Focus: Ground Breakers (Trenchers & Tillers)

AD CLOSE: 6/26 MATERIALS DUE: 6/28

September

- GIE+EXPO 2017 Show Preview
- Keeping Things Simple: Paralysis by overanalysis
- Video Marketing Jumpstart Guide: Learn how to add video to your digital marketing mix
- Equipment & Technology Focus: Utility Vehicles

AD CLOSE: 8/3 MATERIALS DUE: 8/7

Bonus
Distribution at
GIE+EXPO 2017,
Oct. 18-20,
Louisville, Ky.

October

- OPE Dealer Survey
- Income vs. Expenses: The balancing act between the two
- Online Presence Checklist: Ensure your digital marketing makes the grade
- Equipment & Technology Focus: Walk-behind Mowers

AD CLOSE: 8/29 MATERIALS DUE: 8/31

Bonus
Distribution at
GIE+EXPO 2017,
Oct. 18-20,
Louisville, Ky.

November

- 2017 Year in Review
- Importance of Financing
- Hiring Solutions for 5 Biggest Obstacles Small Businesses Face
- Dealer Email Marketing Makeover
- Equipment & Technology Focus: Stand-on Mowers

AD CLOSE: 9/27 MATERIALS DUE: 9/29

December

- GIE+EXPO 2017 Show Recap
- Top 5 Changes Dealers Need to Look for in Coming Years
- 2018 Digital Marketing Trends
- Equipment & Technology Focus: Riding Mowers

AD CLOSE: 10/30 MATERIALS DUE: 11/1

Plus! In every issue: OPE features columnists; the latest industry news, financial news and product news; and a wealth management article.