

INDEPENDENT VOICE OF THE INDUSTRY!

# RINKSIDER

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WE ARE CELEBRATING OUR 60TH ANNIVERSARY THROUGHOUT 2013 !!

Check out [rinksider.com](http://rinksider.com) for story archives and more,

and as of 2013, "like" our *Rinksider Facebook Page* for the latest industry news!

### January-February

- Laser Tag for Traffic Building
- Summer Money-Makers
- Derby—Why You Should Love It!

Editorial Deadline: November 12, 2012  
Advertising Deadline: November 29, 2012

Mail Date: January 4, 2013

### March-April

- 2013 RSA Pre-Convention Issue
- Capitalize on Novelties & Redemption
- Extraordinary Service in your Rink
- Servicing Your Pro Shop Skates?

Editorial Deadline: January 14, 2013  
Advertising Deadline: February 1, 2013

Mail Date: March 4, 2013

### May-June

- Party Central—Life Cycle Events
- Web Sites & Social Media—Best tips
- Adult Skate Reunions
- Creating Skaters—Clubs & Lessons

Editorial Deadline: March 8, 2013  
Advertising Deadline: April 1, 2013  
Mail Date: May 1, 2013

### July-August

- Snack Bar Biggest Sellers
- Money Maintenance—Credit Cards, Gift Cards & more
- Rating Added Attractions/Alternate Uses

Editorial Deadline: May 12, 2013  
Advertising Deadline: June 3, 2013  
Mail Date: July 2, 2013

### September-October

- Annual Fall Buying Guide Issue
- Pro Shop & Rental Skates Surprises
- School & Community Outreach

Editorial Deadline: July 13, 2013  
Advertising Deadline: August 1, 2013

Mail Date: September 3, 2013

### November-December

- Lighting & Music for Atmosphere
- Great Floor Games!
- Décor & Signage—Best of New and Old!

Editorial Deadline: September 14, 2013  
Advertising Deadline: October 1, 2013

Mail Date: November 1, 2013

Plus...Every issue of *The RINKSIDER* is filled with promotion and better business ideas, including features on FLOORING, NOVELTIES, SNACK BAR, BIRTHDAY PARTIES, SCHOOL FUNCTIONS, COMMUNITY OUTREACH, HOLIDAYS, DAY CARE, DAY CAMP, SCOUT and CHURCH PROGRAMS, SPECIAL ATTRACTIONS, MUSIC and DISC JOCKEYS, LIGHTING, SKATING CLUBS, ROLLER HOCKEY, ROLLER DERBY and MORE!