

### NEW PRODUCTS GUIDE

- 2024 Spirits, Wine & Beer
- New Packaging / Designs
- Best Ad & Promo Campaigns
- Data Driven: First-Year Sale

Ad Close: **Jan. 6, 2025**  
 Ad Material Due: **Jan. 13, 2025**  
 Deployment Date: **Jan. 24, 2025**

### SPRING

- Control State Agency Profile
- Tequila Update
- Gin Update
- RTDs Update
- Wine Reviews: Old World
- BONUS: NABCA Legal Symposium

Ad Close: **Feb. 10, 2025**  
 Ad Material Due: **Feb. 18, 2025**  
 Deployment Date: **Feb. 28, 2025**

### SUMMER

- NABCA Incoming Chair Profile: Montana
- NABCA Advisory Committee
- Growth Brands Wine, Spirits & RTDs
- E-Commerce
- Wine Reviews: Under \$30
- BONUS: NABCA Annual Convention, BARC

Ad Close: **Apr. 8, 2025**  
 Ad Material Due: **Apr. 15, 2025**  
 Deployment Date: **Apr. 25, 2025**

### TECHNOLOGY GUIDE

- Innovation Update
- Tech Buyer's Guide Listings
- Data Driven: POS Systems

Ad Close: **Jun. 30, 2025**  
 Ad Material Due: **Jul. 8, 2025**  
 Deployment Date: **Jul. 18, 2025**

### FALL

- Control State Best Practices Awards
- NABCA Conference Coverage
- Growth Brands HOF & SOTY
- Wine Reviews: American Wine
- BONUS: NABCA Administrators Conference

Ad Close: **Sept. 2, 2025**  
 Ad Material Due: **Sept. 9, 2025**  
 Deployment Date: **Sept. 19, 2025**

### INDUSTRY INCLUSION

- Women in Beverage
- BIPOC / Latino Brands

Ad Close: **Sept. 30, 2025**  
 Ad Material Due: **Oct. 7, 2025**  
 Deployment Date: **Oct. 17, 2025**

### WINTER

- Control State Agency Profile
- Staff Hiring & Training
- Category Trends
- Wine Reviews: Best of 2024

Ad Close: **Nov. 4, 2025**  
 Ad Material Due: **Nov. 11, 2025**  
 Deployment Date: **Nov. 21, 2025**

### 40 UNDER 40

- Next Generation Profiles
- Industry Programs for Young Professionals

Ad Close: **Nov. 24, 2025**  
 Ad Material Due: **Dec. 2, 2025**  
 Deployment Date: **Dec. 12, 2025**