

# Editorial Calendar 2010



The mission of *Ecommerce Developer* is to publish independent editorial content without regard to programming language or vendor platform. Our goal is to help web developers become more proficient at building ecommerce sites. We do this with articles, videos, tutorials, podcasts and webinars, as described below.

## MONDAY

<b>Showcase Gallery Article</b>	Provides a list and screen capture of exemplary websites, logos, graphics, and ads, to inspire web designers and developers.
<b>Flash/Flex/Actionscript Article/Tutorial</b>	We teach Flash, Flex, and ActionScript techniques or describe important trends in Flash development. Often these regular features include a screencast and downloadable source files.
<b>Business Development Article</b>	Web development, whether done freelance, at an agency, or in the enterprise environment, requires business savvy. Each Monday we discuss business trends; offer advice about career advancement and business creation; or publish advice and opinion pieces from leading experts.

## TUESDAY

<b>PHP Article/Tutorial</b>	PHP is one of the most popular server-side web development languages in use today. So each Tuesday we offer tips, how-to, examples, or news related to this important web programming language. Our PHP tutorials frequently feature screencasts and downloadable source files.
<b>Vector/Graphics Article/Tutorial</b>	Web developers, particularly those that work freelance, are being asked to take on more tasks traditionally handled by graphic designers. In this video tutorial series, we will teach and demonstrate techniques for vector graphic creation.
<b>Trends (business or design) or News Article</b>	The web development industry is far from static and in these Tuesday afternoon features, we report on trends in business or design or report industry news, including software releases, hardware development, events and tradeshows, business performance, employment, and more.

## WEDNESDAY

<b>JavaScript Article/Tutorial</b>	JavaScript makes websites interactive and is the key to an enhanced user experience on many leading ecommerce websites. So each Wednesday we publish either a JavaScript tutorial explaining how to complete a specific task, or a JavaScript article discussing trends, techniques, libraries, or news related to this vital web programming language.
<b>PSD/Graphics Article/Tutorial</b>	From processing product images to creating site graphics, this weekly video tutorial series gives web developers the step-by-step instruction they need to improve their image and graphic processing skills.
<b>Audio Interview</b>	Our "Ecommerce Developer Interviews" audio podcast features a short conversation with professional developers, industry gurus, and ecommerce trend setters. Topics for this series include enterprise ecommerce platforms, search engine optimization, web development trends, and development success stories.

## THURSDAY

<b>HTML/CSS Article/Tutorial</b>	Following the latest trends, news and releases in the HTML 5 and CSS 3 standards, on alternating Thursdays we publish an article or tutorial related to the Internet's most prominent languages.
<b>Open Source Platforms/Tutorial</b>	Open source platforms, such as Magento, Spree and others, are, perhaps, the fastest growing ecommerce CMSs. We discuss news and trends related to open source platforms or provide a step-by-step tutorial, demonstrating how to complete a specific design or development task. These features frequently feature video screencasts. Published every other Thursday.
<b>Design Techniques/ Showcase Article/ Guest Features</b>	Midday Thursday is when we report some of the hottest topics of the week, including important design and development trends; showcases of influential sites, graphic design techniques, or software; guest features on topics important to the industry; and recaps on recent <i>Ecommerce Developer</i> webinars.
<b>Trends (business or design)/News Article</b>	We report on trends in business or design, including software releases, hardware development, events and tradeshows, business performance, employment, and more.

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## FRIDAY

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| <b>Ruby on Rails Article/Tutorial</b>                | It's been said that Ruby on Rails is the framework created to make developers happy, and we want to make our readers happy. So each week we provide a how-to Ruby on Rails screencast, designed to help developers get started in this popular web programming language.  |
| <b>Technical Article/Tutorial</b>                    | If covering PHP, JavaScript, HTML, CSS, and Ruby on Rails each week were not enough, we also reserve midday Friday for other technical articles and tutorials.  |
| <b>Wildcard Article/Tutorial/<br/>Guest Features</b> | No editorial staff can foresee the future perfectly, so we've built a wildcard article into each week's editorial schedule. This article gives us an opportunity to include additional technical content, feature events and tradeshow, spotlight forthcoming <i>Ecommerce Developer</i> webinars, or provide other relevant content. |
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## CONTACT

*Ecommerce Developer*  
2232 N. 7th Street, Suite 15  
Grand Junction, Colorado 81501  
970-257-0606  
EcommerceDeveloper.com

**Armando Roggio**  
Site Director and Managing Editor  
armando@practicalecommerce.com

**Kate Monteith**, Staff Writer  
kate@practicalecommerce.com

**Kerry Murdock**, Publisher,  
kmurdock@practicalecommerce.com