

# EDITORIAL CALENDAR

2009  recruitment advertising deadlines

	January/ February	March/ April	May/ June	July/ August	September/ October	November/ December
<b>AD DEADLINES</b>	12.17.08	2.20.09	4.17.09	6.12.09	8.14.09	10.9.09
<b>BONUS DISTRIBUTION</b>	NHCA	AAA	HLAA	ASHA Schools		ADA, ASHA
<b>BUYERS GUIDE:</b> Listing of hearing vendors, by specialty	Infant/Pediatric Testing	Networks/ Buying Groups	Amplified Phones	Portable Audiometers	Impression Materials	Audiometric Test Room Suites
<b>COVER FEATURES:</b> Real issues in real practices	Practice Profile	Practice Profile	Practice Profile	Practice Profile	Practice Profile	Practice Profile
<b>TECHNOLOGY FEATURE:</b> Educational white paper	Hearing Technology	Hearing Technology	Hearing Technology	Hearing Technology	Hearing Technology	Hearing Technology
<b>STRATEGIES FOR SERVING TARGETED PATIENT POPULATIONS</b>	Practice Specialization	Practice Specialization	Practice Specialization	Practice Specialization	Practice Specialization	Practice Specialization
<b>STRATEGIES FOR MARKETING, BUSINESS, FINANCE</b>	Business Power Center	Business Power Center	Business Power Center	Business Power Center	Business Power Center	Business Power Center
<b>STRATEGIES FOR VESTIBULAR TREATMENT</b>	Balance & Beyond	Balance & Beyond	Balance & Beyond	Balance & Beyond	Balance & Beyond	Balance & Beyond
<b>STRATEGIES FOR ASSISTIVE TECHNOLOGY</b>	ALD Applications	ALD Applications	ALD Applications	ALD Applications	ALD Applications	ALD Applications
<b>STRATEGIES FOR DIAGNOSTIC ASSESSMENT</b>	Clinic Case	Clinic Case	Clinic Case	Clinic Case	Clinic Case	Clinic Case
<b>INTERVIEWS WITH REHABILITATIVE EXPERTS</b>	Rehab Review	Rehab Review	Rehab Review	Rehab Review	Rehab Review	Rehab Review
<b>REGULAR COLUMNS, EDITORIALS</b>	Write Side Up, Patient Education, Point of View, Bottom Line, Pediatric Pointers, Keys to Success, Hearing Help, Battery Boost, Practice Building 101, Hear & There.					