

# EDITORIAL CALENDAR

2009 recruitment advertising deadlines

advance FOR ADMINISTRATORS OF THE  
**LABORATORY**<sup>®</sup>

## JANUARY

**AD DEADLINE: 12/17/08**

**BONUS DISTRIBUTION: LabAutomation**

**Special Corporate Portfolio Section**

- Middleware, Automation and the Lab: Evolution of Technology
- Change Agents in the Lab Arena
- Building, Sustaining an MDx Lab
- Pre-analytic Variables Affecting Hematology and Chemistry Testing
- Characteristics, Analysis of Autoimmune Diseases
- RBC Antibody Identification
- "The Molecular Edge" Column (Sponsored by AMP)

*Lab Limelight Topic: Clinical Outcomes of Obesity*

## FEBRUARY

**AD DEADLINE: 1/21/09**

**BONUS DISTRIBUTION: United States and Canadian Academy of Pathology (USCAP)**

**Special Point-of-Care Testing Issue**

**Annual POCT Buyers Guide**

- Ensuring Accuracy of POCT
- Managing Low Level Troponin Results
- Advances in Prenatal and Newborn Screening
- State-of-the-Art Lab Testing for GI Diseases
- Multiplex Testing for Viral Identification and Microbiology
- IHC Troubleshooting, Standardization

*Lab Limelight Topic: Clinical Aspects of Anemia*

## MARCH

**AD DEADLINE: 2/18**

**BONUS DISTRIBUTION: Healthcare Information and Management Systems Society (HIMSS)**

**Annual Information Systems Guide**

- Auditing Your Systems Project to Ensure ROI
- Software-Based Tools for Pharmacogenomics
- Strategies in Anticoagulant Monitoring
- Current Uses of Tumor Markers
- POCT for Infectious Diseases
- Business Briefs Section: Purchasing Trends; Merging Lab Efficiencies With Healthcare Efficiencies
- "The Molecular Edge" Column (Sponsored by AMP)

*Lab Limelight Topic: Microarray Diagnostics*

## APRIL

**AD DEADLINE: 3/18**

**BONUS DISTRIBUTION: Clinical Laboratory Management Association (CLMA)**

- Technology-Based Strategies for Error Reduction
- CAD Update: Biomarkers, Imaging and Interventional Therapies
- Hospital Outreach: Need-to-Know Strategies, Tools
- Developing, Implementing an HIV Screening Program
- Technologies for Blood Cell Identification, Differentiation
- Digital Pathology

*Lab Limelight Topic: Allergy Testing*

## MAY

**AD DEADLINE: 4/15**

**BONUS DISTRIBUTION: American Society for Microbiology (ASM)**

- Advances in Molecular Clinical Microbiology
- Lab-Based Health Screening and Risk Assessment
- Installing a Computer Interface for POCT
- Sources for Pathology Revenue
- Hemostasis Analyzers and Automation
- EMR Adoption: The Race Is on for 2010 Compliance
- "The Molecular Edge" Column (Sponsored by AMP)

*Lab Limelight Topic: Waived Tests and Patient Safety*

## JUNE

**AD DEADLINE: 5/20**

**BONUS DISTRIBUTION: American Medical Technologists (AMT)**

**Guide to the Genetics Revolution**

- **Tools to Optimize Pharmacotherapy**
- **Economic Gains of MDx**
- **Reporting Molecular Results**

- IVD Developments
- Issues in Autoverification
- Blood Gases and Critical Care
- Classifying Hematologic Disorders
- Expanding the Use of the D-dimer Assay

*Lab Limelight Topic: Frozen Sections for Pathology*

## JULY

**AD DEADLINE: 6/17**

**BONUS DISTRIBUTION: American Society for Clinical Laboratory Science/American Association for Clinical Chemistry (ASCLS/AAC)**

**Annual Laboratory Analyzers Buyers Guide**

- Cardiovascular Disease Risk Factors
- Lab Tests for Diseases Associated With Pregnancy
- Ensuring Quality Blood Specimen Collection
- Competitive Strategies for the Lab
- Diagnostic Tools for Testicular Tumors
- Mass Spectrometry and LC-MS: Instrument Enhancements, Applications and Selection
- "The Molecular Edge" Column (Sponsored by AMP)

*Lab Limelight Topic: Pediatric Obesity*

## AUGUST

**AD DEADLINE: 7/24**

**Special POL Focus Issue**

**Molecular Diagnostics Buyers Guide**

**Preparing for the Flu Season**

- A 'Start Up' Guide for the POL
- Issues in Coagulation: Thromboelastography
- New Techniques, Technologies in Cytology
- Topics in Lab Safety
- Trends in Healthcare Informatics
- New Molecular Assays and Automation

*Lab Limelight Topic: FISH Technologies, Applications*

## SEPTEMBER

**AD DEADLINE: 8/21**

**Annual Guide to Pathology Products and Services**

- Molecular Pathology: Methods, Regulation, Reimbursement
- Clinical Chemistry Automation
- Cervical Cancer Screening
- Avoiding POCT Deficiencies
- Review of Special Coagulation Assays
- Approaches to Product Innovation
- "The Molecular Edge" Column (Sponsored by AMP)

*Lab Limelight Topic: Update in Virology*

## OCTOBER

**AD DEADLINE: 9/18**

**BONUS DISTRIBUTION: National Society for Histotechnology (NSH)**

**Maximizing Lab Dollars**

- Blood Donor Testing: Successes, Challenges
- Innovative Technologies for Cancer Diagnostics
- Cardiac POCT
- Identification, Staining of Fungi and Microorganisms
- Tools to Enhance Lab and Pathology Services
- Genetic Mutations in Coagulation

*Lab Limelight Topic: Hepatitis Testing*

## NOVEMBER

**AD DEADLINE: 10/23**

**BONUS DISTRIBUTION: Association of Molecular Pathology (AMP)**

**Special 2010 Emerging Technologies Preview Issue**

- "Top of the Class" Results
- DNA Analysis as a Tool in Immunohematology
- Issues in LIS Operations
- Automated Immunoassays
- New Biomarkers to Detect CAD
- Clinical Characteristics of Lymphoma
- "The Molecular Edge" Column (Sponsored by AMP)

*Lab Limelight Topic: Standardization of Glycated Hemoglobin*

## DECEMBER

**AD DEADLINE: 11/20**

**Annual Buyers Guide**

This invaluable tool features market reports for all clinical lab disciplines, plus comprehensive alphabetical, categorical and reference laboratory listings.

Article topics & conference issues are subject to change without notification.  
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