

EDITORIAL CALENDAR

2009 ● recruitment advertising deadlines

advance
for Medical Laboratory Professionals®

JANUARY 12

AD DEADLINE: 1/7

Industry Outlook Issue

- Vendor News Roundup
- Laboratory Management
- 2009 Conference Calendar

Columns: Promoting Professionalism, Safety Solutions

JANUARY 26

AD DEADLINE: 1/21

Special Employment Guide

- Finding the Right Job
- Upgrading Job Skills
- Career Development

Columns: Ask NCA, Scope of Practice

FEBRUARY 9

AD DEADLINE: 2/4

BONUS DISTRIBUTION: Clinical Laboratory Educators' Conference (CLEC)

New England Region Supplement (NH, VT, CT, MA, RI, ME)

- Histotechnology
- Issues in Education
- Tips for Educators
- Attracting Students

Columns: Promoting Professionalism, Q&A

FEBRUARY 23

AD DEADLINE: 2/18

Mountain Region Supplement (ID, MT, NV, WY)

- Molecular Diagnostics
- Recruitment/Retention
- Single Donor Platelet Systems

Columns: Ask NCA, Scope of Practice

MARCH 9

AD DEADLINE: 3/4

- Laboratory Management
- Cellular Therapies
- Flow Cytometry

Column: Promoting Professionalism

MARCH 16

AD DEADLINE: 3/11

Special Student Edition

- Landing Your First Job
- Using the Web to Its Full Potential
- Social Networking Sites
- Clinical Lab Organization Directory

Column: Eye on Education

MARCH 23

AD DEADLINE: 3/18

Annual Continuing Education Directory

- Specimen Collection/Transport
- Professionalism
- Disability-Friendly Workplaces

Columns: Ask NCA, Scope of Practice

APRIL 6

AD DEADLINE: 4/1

BONUS DISTRIBUTION: Clinical Laboratory Management Association (CLMA)

Pacific Region Supplement (AK, HI, CA, OR, WA)

- Histotechnology
- Microbiology
- Outreach Testing

Columns: Promoting Professionalism, Safety Solutions

APRIL 20

AD DEADLINE: 4/15

BONUS DISTRIBUTION: Clinical Laboratory Management Association (CLMA)

Special Lab Week Issue

- ADVANCE Annual Laboratory/Laboratorian of the Year Winners
- Blood Banking
- Recruitment/Retention
- Vendor Training

Columns: Ask NCA, Scope of Practice

MAY 4

AD DEADLINE: 4/29

- Laboratory Management
- Automation
- Blood Banking
- Recruitment/Retention

Columns: Promoting Professionalism, Q&A

MAY 18

AD DEADLINE: 5/13

BONUS DISTRIBUTION: American Society for Microbiology (ASM)

Microbiology Supplement

- Microbiology
- Immunology

Columns: Ask NCA, Scope of Practice, Cyto Talk

JUNE 1

AD DEADLINE: 5/27

BONUS DISTRIBUTION: American Association of Bioanalysts (AAB)

Hematology/Coagulation Supplement

- Recruitment/Retention
- Hematology
- Immunology
- Cytotechnology

Columns: Promoting Professionalism, Histo Highlights

JUNE 15

AD DEADLINE: 6/10

BONUS DISTRIBUTION: American Medical Technologists (AMT)

Middle Atlantic Region Supplement (NJ, NY, PA)

- Blood Banking
- Phlebotomy
- Autoimmune Testing

Column: Eye on Education

JUNE 29

AD DEADLINE: 6/24

Southwest Region Supplement (AZ, CO, NM, UT)

- Hematology/Coagulation
- Histotechnology
- Cytology

Columns: Ask NCA, Scope of Practice

JULY 13

AD DEADLINE: 7/8

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

Annual Safety Issue

East South Central Region Supplement (AL, KY, MS, TN)

- Safety Products Directory
- Compliance
- Workplace Design
- Laboratory Management

Columns: Promoting Professionalism, Safety Solutions

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JULY 27

AD DEADLINE: 7/22

West South Central Region Supplement (AR, LA, OK, TX)

- Blood Banking
- Specimen Collection/Transport
- POLs
- Analyzer Selection

Columns: Ask NCA, Scope of Practice

AUGUST 10

AD DEADLINE: 8/5

East North Central Region Supplement (IN, OH, WI, IL, MI)

- Drug Abuse Testing and the Olympics
- Phlebotomy
- Career Development

Columns: Promoting Professionalism, Histo Highlights

AUGUST 24

AD DEADLINE: 8/19

South Atlantic Region Supplement (DC, VA, DE, MD, WV, FL, NC, SC, GA)

- Inspections
- Cholesterol Testing
- Recruitment/Retention

Columns: Ask NCA, Scope of Practice, Cyto Talk

SEPTEMBER 7

AD DEADLINE: 9/2

NEW! Career Advancement Guide

- Laboratory Management
- Climbing the Career Ladder
- Licensure and Certification Guide
- Considering a Career in Industry

Columns: Promoting Professionalism, Q&A

SEPTEMBER 21

AD DEADLINE: 9/11

BONUS DISTRIBUTION: National Society for Histotechnology (NSH)

Histotechnology Supplement

- Histology
- Urinalysis
- Bioterrorism

Columns: Ask NCA, Scope of Practice

OCTOBER 5

AD DEADLINE: 9/30

West North Central Region Supplement (IA, MN, ND, SD, KS, MO, NE)

- Laboratory Management
- On-the-Job Training
- Autoimmune Testing

Columns: Promoting Professionalism, Safety Solutions

OCTOBER 19

AD DEADLINE: 10/14

Blood Banking/Phlebotomy Supplement

- Blood Banking
- Laboratory Management
- Home Testing and Lab Impact

Columns: Ask NCA, Scope of Practice

NOVEMBER 2

AD DEADLINE: 10/28

Cytology Supplement

- Laboratory Management
- Microbiology
- Staffing Shortage
- Enhancing Your Job with the Web

Columns: Promoting Professionalism, Safety Solutions

NOVEMBER 16

AD DEADLINE: 11/11

Immunology/Serology Supplement

- Blood Banking
- Laboratory Information Systems
- Disaster Prep

Column: Cyto Talk

NOVEMBER 30

AD DEADLINE: 11/25

- Phlebotomy
- Laboratory Training
- New Hire Orientation

Columns: Ask NCA, Scope of Practice

DECEMBER 14

AD DEADLINE: 12/9

Best of Print 2009

- Year in Review
- Recruitment/Retention
- Vendor News of the Year

Column: Promoting Professionalism

DECEMBER 28

AD DEADLINE: 12/23

Best of the Web 2009

- Laboratory Management
- Laboratory Safety
- Recruitment/Retention

Columns: Ask NCA, Scope of Practice

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

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