

EDITORIAL CALENDAR

2009 recruitment advertising deadlines

advance FOR
NursePractitioners
THE SOURCE FOR PEER-REVIEWED CLINICAL AND PROFESSIONAL INFORMATION

JANUARY

Issue Date: 12/29/08

AD DEADLINE: 12/18/08 Noon

PROFESSIONAL UPDATE

- CE: ADHD in Adults
 - Women's Health: Ovarian Cancer
 - Pediatrics: Eye and Vision Assessment
 - Geriatrics: NCGNP Article
 - Asthma
 - Professional Update/Exclusive Report on NP Practice
- Columns: Case Files, Electronic Office, Smart Practice, NP Spotlight, Women's Health Report, Office Procedures, Retail Health Report*

FEBRUARY

Issue Date: 2/2

AD DEADLINE: 1/22 Noon

BONUS DISTRIBUTION: American College of Nurse Practitioners Leadership Summit (ACNP); National Association of Pediatric Nurse Practitioners (NAPNAP)

ACUTE CARE ISSUE

- CE: Abdominal Pain
 - Women's Health: Contraceptive Issues
 - Pediatrics: Elimination Problems
 - Midlife: Pacemakers
 - Pain Management: Non-narcotic Options
 - Professional Issues: Growth of the Acute Care Specialty
- Columns: Aesthetics, On Your Own, Practice Snapshot, Men's Health Report, Hospital Procedures*

MARCH

Issue Date: 3/2

AD DEADLINE: 2/19 Noon

BONUS DISTRIBUTION: National Association of Pediatric Nurse Practitioners (NAPNAP)

PEDIATRICS ISSUE

- CE: Pediatrics: Genitourinary Problems
 - Women's Health: Trigeminal Neuralgia
 - Pediatrics: Hypertension in Children
 - Geriatrics: NCGNP Article
 - Incontinence
 - Wound Care/Dermatology
- Columns: Retail Health, Case Files, Smart Practice, NP Spotlight, Legal Update, Reimbursement*

APRIL

Issue Date: 3/30

AD DEADLINE: 3/19 Noon

SPECIAL DOUBLE ISSUE

BONUS DISTRIBUTION: National Conference for Nurse Practitioners & Advanced Practice Clinicians (NCNP); American College of Obstetricians & Gynecologists (ACOG); American Society for Aesthetic Plastic Surgeons (ASAPS); American Society for Laser Medicine & Surgery (ASLMS); American Academy of Nurse Practitioners (AANP); National Primary Care Nurse Practitioner Symposium (NP Symposium); American College of Nurse Practitioners (ACNP)

NEW GRAD/SENIOR STUDENT ISSUE

- Career Moves
- Smart Practice
- Professional Issues
- Profiles

SKIN HEALTH ISSUE

- CE: Dermatology
 - Women's Health: Skin Health
 - Pediatrics: Adolescent Health
 - Midlife: Current Issues
 - Diabetes: Metabolic Syndrome
 - Infertility
- Columns: Electronic Office, On Your Own, Practice Snapshot, Women's Health Report, Office Procedures*

MAY

Issue Date: 5/4

AD DEADLINE: 4/23 Noon

NP ENTREPRENEUR OF THE YEAR KICKOFF
CARDIOLOGY ISSUE

- CE: Hypertension Update
 - Women's Health: Angioedema
 - Pediatrics: Issues in Infancy
 - Geriatrics: NCGNP Article
 - Mental Health: Depression
 - Professional Issues: Handheld Technology
- Columns: Aesthetics, Retail Health, Case Files, Smart Practice, NP Spotlight, Men's Health Report*

JUNE

Issue Date: 6/1

AD DEADLINE: 5/21 Noon

BONUS DISTRIBUTION: American Academy of Nurse Practitioners (AANP)

- CE: Coronary Artery Disease
 - Women's Health: Lymphedema
 - Pediatrics: Otolaryngology
 - Midlife/Diabetes: Combination Therapy
 - Men's Health: Collegiate Health Needs
 - Pain Management: Migraine
 - Obesity: Treatment Update
- Columns: On Your Own, Practice Snapshot, Legal Update, Reimbursement*

JULY

Issue Date: 6/29

AD DEADLINE: 6/18 Noon

BONUS DISTRIBUTION: National Primary Care Nurse Practitioners Symposium

- CE: Wound Care
 - Women's Health: Menopause
 - Pediatrics: Appendicitis
 - Geriatrics: NCGNP Article
 - Pain Management: Anticonvulsants for Neuropathic Pain
 - Infectious Disease: MRSA
- Columns: Retail Health, Case Files, Electronic Office, Smart Practice, NP Spotlight, Women's Health Report, Office Procedures*

AUGUST

Issue Date: 7/27

AD DEADLINE: 7/23 Noon

BACK-TO-SCHOOL ISSUE

- CE: Sports Physicals
 - Women's Health: DES Daughters
 - Pediatrics: School Health
 - Midlife: Arthritis
 - Diabetes
 - Asthma: Spirometry
- Columns: Aesthetics, On Your Own, Practice Snapshot, Men's Health Report, Hospital Procedures*

SEPTEMBER

Issue Date: 8/31

AD DEADLINE: 8/27 Noon

GERIATRICS ISSUE

- CE: NCGNP article
 - Women's Health: Hormone Therapy
 - Pediatrics: Diaper Dermatitis
 - Geriatrics: Infectious Disease
 - Sleep Disorders
 - HIV/AIDS
- Columns: Retail Health, Case Files, Smart Practice, NP Spotlight, Legal Update, Reimbursement*

OCTOBER

Issue Date: 9/28

AD DEADLINE: 9/24 Noon

BONUS DISTRIBUTION: American College of Nurse Practitioners (ACNP); American Academy of Family Physicians (AAFP)

WOMEN'S HEALTH ISSUE

- CE: Women's Health
 - Women's Health: Breast Cancer
 - Pediatrics: Acute Otitis Media
 - Midlife: Incontinence
 - Complementary Care
 - Influenza
- Columns: Electronic Office, On Your Own, Practice Snapshot, Women's Health Report, Office Procedures*

NOVEMBER

Issue Date: 10/26

AD DEADLINE: 10/22 Noon

DIABETES ISSUE

NATIONAL DIABETES MONTH

- CE: Diabetes
 - Women's Health: Current Issues
 - Pediatrics: Acute Care
 - Geriatrics: NCGNP Article
 - Complementary Care
 - Dermatology
- Columns: Aesthetics, Retail Health, Case Files, Smart Practice, NP Spotlight, Men's Health Report, Hospital Procedure*

DECEMBER

Issue Date: 11/23

AD DEADLINE: 11/19 Noon

SPECIAL ACHIEVEMENT ISSUE

- 2009 NP Entrepreneur of the Year
 - CE/Oncology: Colon Cancer
 - Women's Health: Domestic Violence
 - Pediatrics: Eating Disorders
 - Midlife: Current Issues
 - Infection Control
- Columns: On Your Own, Practice Snapshot, Legal Update, Reimbursement*

Proud supporter of women's health issues and research. Member, North American Menopause Society (NAMS)

Article topics & conference issues are subject to change without notification.
NP_2009EdSked_REC 7.2.09



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