

EDITORIAL CALENDAR

2009 recruitment advertising deadlines

advance for
Physician Assistants
THE SOURCE FOR PEER-REVIEWED CLINICAL AND PROFESSIONAL INFORMATION

JANUARY/FEBRUARY

Issue Date: 1/26

AD DEADLINE: 1/13

BONUS DISTRIBUTION: Pri-Med South;
Dermatology Nurses' Association (DNA)

- Hyperlipidemia
- Ulcerative Colitis and Colorectal Cancer
- Obesity and Weight Management
- Managing Anemia in Women
- 'Going Green' in PA Practice
- Emergency Medicine: PAs and ER Efficiency

Columns:

Medical Aesthetics

Infectious Disease Watch

Clinical Case Report: Piezogenic Pedal Papule

PA Specialists

PAs by the Numbers

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MARCH

Issue Date: 2/23

AD DEADLINE: 2/10

PEDIATRICS ISSUE

FAMILY PRACTICE PA OF THE YEAR KICKOFF

BONUS DISTRIBUTION: Society of Emergency Medicine PAs (SEMPA);
Association of Family Practice Physician Assistants - Spring (AFPPA)

- Pediatric Immunizations
- Pediatrics: Diabetes
- Surgery and Anesthesia
- Gastroenterology: Bowel Disorders
- Gynecologic Disorders
- Liability Issues for PAs

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Clinical Case Report: Biliary Cirrhosis

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APRIL

Issue Date: 3/23

AD DEADLINE: 3/10

SKIN HEALTH ISSUE

- Pediatric Dermatology
- Diabetic Skin Disorders
- Geriatric Respiratory Care
- Cardiovascular Disease: Heart Transplantation
- Wound Care: Bites and Stings
- PAs Taking Call: Tips and Traps

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Clinical Case Report: Takotsubo Cardiomyopathy

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MAY/JUNE

Issue Date: 5/11

AD DEADLINE: 4/28

BONUS DISTRIBUTION: American Academy of Physician Assistants (AAPA)
MEN'S HEALTH WEEK (JUNE)

- Geriatric Rheumatology: Joint Disorders
- Eye, Ear, Nose and Throat: Tinnitus
- Posttraumatic Stress Disorder
- Men's Genitourinary Health
- Wound Care: Treating DVT
- PA Workforce Issues

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JULY/AUGUST

Issue Date: 7/13

AD DEADLINE: 7/7

NEW GRAD ISSUE

- The *ADVANCE* Guide for New PA Graduates
- Geriatric Incontinence
- Diabetic Neuropathy
- Coronary Artery Disease Risk Reduction
- Infectious Disease: Tickborne Illnesses
- Postpartum Health of Women and Infants

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SEPTEMBER

Issue Date: 8/24

AD DEADLINE: 8/18

GERIATRICS ISSUE

- Geriatric Oncology: Leukemia
- Geriatrics: Diets for Healthy Aging
- Allergies: Finding the Cause
- Pediatrics: Adolescents and Sexuality
- Sexually Transmitted Diseases
- Cosmetic Dermatology

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OCTOBER

Issue Date: 10/5

AD DEADLINE: 9/29

WOMEN'S HEALTH ISSUE

BONUS DISTRIBUTION: Association of
Family Practice Physician Assistants (AFPPA);
American Academy of Family Physicians (AAFP)

- Women and Heart Disease
- Breast Cancer
- Orthopedics: Fractures
- Wound Care
- Pediatrics: Otitis Media
- PA Week 2009

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NOVEMBER/DECEMBER

Issue Date: 11/30

AD DEADLINE: 11/24

DIABETES ISSUE

NATIONAL DIABETES MONTH (NOVEMBER)

- Diabetes in the Elderly
- Diabetes: Managing Blood Glucose
- Cardiology
- PA Education
- Endometriosis
- Choosing Pain Therapies

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