

EDITORIAL CALENDAR

2009 recruitment advertising deadlines

advance
for Physical Therapy & Rehab Medicine®

JANUARY 12

AD DEADLINE: 1/7

AMERICAN PHYSICAL THERAPY ASSOCIATION COMBINED SECTIONS MEETING (APTA-CSM) CONFERENCE PREVIEW

- Focus on Home Health
- Wound Care/Burns
- Seating/Power Mobility/Wheelchairs
- Modality Focus
- Ergonomics/Return To Work

Class Notes

From the Lab

Subacute and Long-term Care

PT at Work (ergonomics)

Home Health Forum

JANUARY 26

AD DEADLINE: 1/21

BONUS DISTRIBUTION: American Physical Therapy Association Combined Sections Meeting (APTA-CSM)

- Business/Liability: Avoiding Fraud
- Stroke Rehab
- Disability/Conditions Focus
- Winter Sports Injury Focus

• Massage Therapy

Geriatric Function

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Pathology Report

FEBRUARY 9

AD DEADLINE: 2/4

BONUS DISTRIBUTION: American Physical Therapy Association Combined Sections Meeting (APTA-CSM)

SOUTHWEST REGIONAL RECRUITMENT SUPPLEMENT

- Geriatrics: PT for Older Workers
- Home Health: Advocacy for Patients
- Disabilities/Conditions Focus
- Lymphedema/PT for Cancer Patients

• Hand Therapy

• Spinal Cord Injury

Class Notes

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FEBRUARY 23

AD DEADLINE: 2/18

- Incontinence
- Geriatrics: Health and Physical Activity
- Diabetes/Neuropathy/Foot Care
- Aquatic Therapy

Geriatric Function

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MARCH 9

AD DEADLINE: 3/4

- Sports Rehab: Reconditioning
- Issues in Private Practice
- Hand Therapy
- Seating/Power Mobility/Wheelchairs

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MARCH 16

AD DEADLINE: 3/11

SPECIAL GRADUATION ISSUE*

MARCH 23

AD DEADLINE: 3/18

PTA FOCUS SUPPLEMENT

- Pilates/Movement Therapy
- Pediatrics: Motor Function
- Trigger Point Therapy

Geriatric Function

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APRIL 6

AD DEADLINE: 4/1

LOWER SOUTH ATLANTIC REGIONAL RECRUITMENT SUPPLEMENT

- Stroke Rehab
- Modality Focus
- Aquatics
- Cardiovascular: Medication Concerns
- BodyWeight Supported Treadmill Training

Class Notes

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APRIL 20

AD DEADLINE: 4/15

- Liability/Insurance: Malpractice
- Diabetes/Neuropathy/Foot Care
- Pediatrics Focus
- Pilates/Movement Therapy

Geriatric Function

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MAY 4

AD DEADLINE: 4/29

NURSING HOME WEEK: GERIATRIC FOCUS

- Dementia and Therapy
- Incontinence
- Business/Documentation: Coding
- Focus on Job Market

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MAY 18

AD DEADLINE: 5/13

UPPER SOUTH ATLANTIC REGIONAL RECRUITMENT SUPPLEMENT

APTA CONFERENCE PREVIEW

- Wound/Burn Care
- Biomechanics/O&P
- Balance/Gait
- Seating/Power Mobility/Wheelchairs

Geriatric Function

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JUNE 1

AD DEADLINE: 5/27

BONUS DISTRIBUTION: American Physical Therapy Association (APTA) Annual Conference

- Ergonomics/Return to Work
- Incontinence
- Insurance and Liability
- Summer Sports Focus
- Diabetes/Neuropathy/Foot Care

Class Notes

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JUNE 15

AD DEADLINE: 6/10

BONUS DISTRIBUTION: National Athletic Trainers' Association (NATA)

- Pediatrics
- Stroke Rehab: ADLs/Driver Simulation
- Patient Safety/Transfers
- Hand Therapy

Geriatric Function

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JUNE 29

AD DEADLINE: 6/24

PACIFIC REGIONAL RECRUITMENT SUPPLEMENT

- Aquatic Therapy
- Modality Case Study
- Lumbar Stabilization
- Lymphedema

JULY 13

AD DEADLINE: 7/8

- APTA Conference Wrap
- Cardiovascular Rehab
- Pilates/Movement
- Wound Care/Burns

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JULY 27

AD DEADLINE: 7/22

- Business/Documentation: Scheduling
- Cardiovascular and Wellness
- Driving with Adaptations
- Seating/Power Mobility/Wheelchairs
- Trigger Points

Geriatric Function

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EDITORIAL CALENDAR

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AUGUST 10

AD DEADLINE: 8/5

ANNUAL CE DIRECTORY

- Incontinence: Men's Health
- Geriatrics Focus
- Addressing Obesity/Bariatrics
- Treating Arthritis

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AUGUST 24

AD DEADLINE: 8/19

NEW ENGLAND REGIONAL SUPPLEMENT

- Spinal Mobilization
- Biomechanics/O&P
- Modality Focus
- Balance/Assessment and Testing
- Lasers
- Pilates

Geriatric Function

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SEPTEMBER 7

AD DEADLINE: 9/2

- Ergonomics/Return to Work
- Upper Extremity Therapy
- Sports for People with Disabilities
- Pediatric Focus
- Stroke Rehab

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SEPTEMBER 21

AD DEADLINE: 9/16

MID-ATLANTIC REGIONAL SUPPLEMENT

- School PT Focus
- Seating/Power Mobility/Wheelchairs
- BodyWeight Supported Treadmill Training
- Hand Therapy
- Lymphedema
- Trigger Points

Geriatric Function

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OCTOBER 5

AD DEADLINE: 9/30

NATIONAL PT MONTH

- PT Practitioner of the Year Winner
- Disability/Conditions
- Home Health Care
- Pilates/Movement

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OCTOBER 19

AD DEADLINE: 10/14

BONUS DISTRIBUTION: American Academy of Physical Medicine and Rehabilitation (AAPM&R)

EAST NORTH CENTRAL REGIONAL RECRUITMENT SUPPLEMENT

- Sports Injury Focus
- Seating/Power Mobility/Wheelchairs
- P&O/Biomechanics
- Aquatic Therapy

Geriatric Function

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NOVEMBER 2

AD DEADLINE: 10/28

BONUS DISTRIBUTION: American Physical Therapy Association Private Practice Section (APTA-PPS)

BUSINESS FOCUS: PRIVATE PRACTICE/OWNERSHIP

- Diabetes/Neuropathy/Foot Care
- Incontinence
- BodyWeight Supported Treadmill Training
- Focus on O&P: Prosthetic Innovations
- Business Focus: Private Practice/Ownership

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NOVEMBER 16

AD DEADLINE: 11/11

WOUND AND BURN CARE

- Hand Therapy
- Cardiovascular and Wellness
- Trigger Point Therapy
- Equipment Focus: Options for Resistive Exercise

Geriatric Function

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NOVEMBER 30

AD DEADLINE: 11/25

WEST SOUTH CENTRAL REGIONAL RECRUITMENT SUPPLEMENT

- Liability: Scope of Practice
- Balance and Gait
- Stroke Rehab
- Pilates

DECEMBER 14

AD DEADLINE: 12/9

PTA SUPPLEMENT

- Pediatric Focus
- Modality Focus
- Ergonomics/Return to Work
- Frozen Shoulder
- Urinary Incontinence

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DECEMBER 28

AD DEADLINE: 12/23

END OF YEAR SPECIAL ISSUE

BEST PT PRACTICE AWARD WINNER

- PT Lifetime Achievement Award
- Bites of the Best of 2009
- Look Back at In the Spotlight

Geriatric Function

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* Distributed to PT & PTA Program Directors across the country

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

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