

# EDITORIAL CALENDAR

2009 ● recruitment advertising deadlines

## advance for Respiratory Care & Sleep Medicine

### JUNE

**AD DEADLINE: 5/27**

**BONUS DISTRIBUTION:** Associated Professional Sleep

Societies (APSS); Association of Asthma Educators (AAE)

**Pulse Oximetry Online Buyers Guide**

**Annual Sleep Edition**

**National Sleep Achievement Award Winners Announced**

**Mid-Atlantic Regional Employment Guide**

- Sleep: Challenges in Obstructive Sleep Apnea
- Asthma: Continuous Positive Airway Pressure's Role in Asthma
- Ventilation: Combating ICU-Acquired Weakness with Pulmonary Rehab Principles
- Patient Education: Understanding Arterial Blood Gas Results
- Critical Care: Surfactant—Not Just for Neonates
- Management: Navigating Sleep Facility Rules and Regulations
- Career Center: Salary Survey Data Report
- Editorial Alliances: ACCP and ASAA Columns

**Industry Participation**

- ◆ Technology Trends: Allergy and Asthma
- ◆ Industry Insider: Spirometry
- ◆ Ask the Experts: Ventilators
- ◆ Case Studies: Point of Care Testing

### JULY/AUGUST

**AD DEADLINE: 7/29**

**Annual Buyers Guide**

**Special Section: Industry Reports**

- Sleep
- Asthma
- Ventilation
- Chronic Obstructive Pulmonary Disease
- Pulse Oximetry
- Legal Issues
- Career Center: Career Ladders
- Editorial Alliance: NAMDRRC and AAE Columns

**Industry Participation**

- ◆ Expert Roundtable

### SEPTEMBER

**AD DEADLINE: 9/2**

**Spirometers Buyers Guide**

**Greater North Central Regional Employment Guide**

- Sleep: State of the Art Positive Airway Pressure Devices
- Asthma: Early Intervention for Children with Asthma
- Ventilation: Management of the Pediatric Airway
- Patient Education: Nebulizer Systems
- Disaster Response: Choosing an Emergency Response Ventilator
- Home Care: Advances in Pulmonary Rehabilitation
- Career Center: Recruiting the Next Generation of RTs
- Editorial Alliances: ACCP and BRPT Columns

**Industry Participation**

- ◆ Technology Trends: Point of Care Testing
- ◆ Industry Insider: Portable Sleep Testing
- ◆ Ask the Experts: Sleep Sensors
- ◆ Case Studies: Polysomnography
- ◆ Top of the Class Winners Announced

### OCTOBER

**AD DEADLINE: 9/30**

**BONUS DISTRIBUTION:** American College of Chest Physicians (ACCP);

Medtrade Fall

**Positive Airway Pressure Buyers Guide**

**National Respiratory Care Achievement Award**

**Winners Announced**

- Sleep: Finding the Ideal Polysomnography System
- Asthma: New Therapeutic Strategies for Difficult to Treat Patients
- Ventilation: Improving Patient-Ventilator Synchrony
- Legal Issues
- Home Care: Comprehensive Disease Management Programs for COPD
- Critical Care: Noninvasive Ventilation in Acute Care
- Pediatrics: POCT and Transport of Critically Ill Neonates
- Career Center: Recruiting Sleep Lab Staff
- Editorial Alliance: NAMDRRC Column

**Industry Participation**

- ◆ Technology Trends: Sleep Sensors
- ◆ Industry Insider: Allergy and Asthma
- ◆ Ask the Experts: Airway Interfaces for Sleep Therapy
- ◆ Top of the Class Acceptances

### NOVEMBER

**AD DEADLINE: 10/28**

**BONUS DISTRIBUTION:** American College of Allergy, Asthma & Immunology (ACAAI)

**Allergy and Asthma Buyers Guide**

- Sleep: Setting Up a Sleep Center
- Asthma: Caring for Hospitalized Asthma Patients
- Ventilation: Evidence-Based Weaning Strategies
- Patient Education: Finding the Right CPAP Mask
- Home Care: Respiratory Clinicians' Role in Hospice Care
- Critical Care: New Devices for Securing the Airway
- Management: Improving Quality of Sleep Testing
- Career Center: Conducting Respiratory Research in Home Care
- Editorial Alliance: AAE Column

**Industry Participation**

- ◆ Technology Trends: Polysomnography
- ◆ Industry Insider: Ventilators
- ◆ Ask the Experts: Point of Care Testing
- ◆ Case Studies: Continuous Positive Airway Pressure

### DECEMBER

**AD DEADLINE: 11/25**

**BONUS DISTRIBUTION:** American Association for Respiratory Care (AARC)

**Sleep Products Buyers Guide**

**Southeastern Regional Employment Guide**

- Sleep: Sleep Disordered Breathing and Cardiovascular Disease
- Asthma: Novel Approaches to Identifying and Reducing Asthma Triggers
- Ventilation: Substance Abuse and ARDS
- Legal Issues
- Home Care: Economics of Long-Term Oxygen Therapy
- Pediatrics: Innovations in the NICU
- Disaster Response: Point of Care Testing and Preparedness
- Career Center: Credentialing Update
- Editorial Alliances: ACCP and ASAA Columns

**Industry Participation**

- ◆ Technology Trends: Ventilators
- ◆ Industry Insider: Pulse Oximetry
- ◆ Ask the Experts: Asthma and Allergy Care

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