



**EDITORIAL CALENDAR**

ISSUE & CLOSING	CONTINUING ED COVER / CE TEST	CLINICAL ISSUES	LAB MANAGEMENT IN THE 21ST CENTURY	SPECIAL FEATURE: A NEW LOOK AT...	EDUCATION & TRAINING	CURRENT BUZZ Trends, CLIAC Updates, Roundtable	PRODUCT FOCUS	MARKETING OPPORTUNITIES
<b>JAN</b> Dec 8	Disaster Preparedness	STDs	Automation PLUS Analyzers	Pharmacogenomics	Tuberculosis	PCR	Microscopes	Exclusive sponsorship available for Continuing Education cover stories.
<b>FEB</b> Jan 7	Infectious Diseases PLUS Zoonotic Diseases	Hepatitis	MRSA	LIS	Drugs-of-Abuse Testing	Diabetes	Glucose Testing	Get LEADS from your ad in LABline eNewsletter.
<b>MAR</b> Feb 9	Blood Banking	Urinalysis	Annual Salary Survey	Reference Labs	Phlebotomy	CLIAC Update from Feb. 10-11, 2010 Committee Meeting	Point-of-Care Testing	Run your banner, video and more on www.MLO-online.com
<b>APR</b> Mar 9	Training PLUS Regulations and Compliance	Cytology	Medical Lab of the Year 2010	State of MLT Programs and Aging Faculty	Lab Outreach	Autoimmunity	Middleware	CLMA Preview & Bonus Distribution
<b>MAY</b> Apr 7	Molecular Diagnostics: Update	From Pregnancy to Postnatal PLUS Genetic Testing	Global Certification for MLTs	Vitamin D: A Year Later	West Nile Virus	Trends in Specimen Collection and Transport	QC and Controls	ASM Show Preview
<b>JUN</b> May 7	Respiratory Testing	HPV	Lab Inspections	Testing for Women's Health	Slide Makers and Slide Stainers	TBD	Flow Cytometry	<b>Reserve your space in CLR!</b> Pre-AACC Promotion
<b>JUL</b> Jun 8	Phlebotomy PLUS Blood-Collection Devices	Histology	LEAN in the Lab	Physician Office Labs	Pandemic Preparation	TBD	Digital Pathology	AACC Preview & Bonus Distribution
<b>AUG</b> Jul 7	"Exotic" Infectious Diseases	Hematology PLUS Analyzers	Automation Intended to Prevent Injuries	Genomics	Lab Volunteers Overseas	TBD	Reagents	August MLO mails with CLR. Full-page CLR ad includes free 5" listing.
<b>CLR</b> Jul 7	<b>2010-2011 CLR: Clinical Laboratory Reference, the industry's most comprehensive buyers guide, for lab tests and equipment is mailed in August with MLO. In print and online for 12 months.</b>							
<b>SEP</b> Aug 6	Influenza	Chemistry	Point-of-Care Testing	About the Value of Surveys	Needlephobia	Blood Transfusion Safety	Blood Banking Products and Services	AABB Show Preview
<b>OCT</b> Sep 7	Biomarkers of all types (including Cancer and Cardiac)	Microbiology	Armed Forces Labs	Coagulation	Infectious Diseases	CLIAC Update from Sep 1-2, 2010 Committee Meeting	Immuno-assays	Ask for your 2011 MLO Media Kit
<b>NOV</b> Oct 7	Hospital-Acquired Infections (HAIs)	Pathology	Influenza	STDs	Biohazard Preparation	TBD	Quality Assurance	ASH Show Preview
<b>DEC</b> Nov 9	HIV/AIDS (World AIDS Day 12/1)	Testing (ELISA, Rapid, etc.)	LIS Links to EMR/EHR	Cancer/Oncology	Digital Imaging	TBD	In Vitro Diagnostics	Rent targeted email lists