

2012


ML
 MEDICAL LABORATORY OBSERVER

CLR CLINICAL
 LABORATORY
 REFERENCE

EDITORIAL CALENDAR

AD CLOSE: 1st of month prior to issue, materials due one week later.

EDITORIAL CLOSE: 3 months prior to issue. Product Focus: 200 words & photo 2 months prior to issue.

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	SPECIAL FEATURES	EDUCATION	FUTURE BUZZ	FULL PAGE AD BONUS	FREE PRODUCT FOCUS & SHOW DISTRIBUTION
JAN	Blood Banking PLUS Transfusion	Molecular Diagnostics: New CPT Coding	Inspection-ready?	Breast Cancer	HAIs/MRSA	Genetic Disease	List rental: 1,000 BPA-audited spec or buy prospects	TEMPERATURE CONTROL & COLD STORAGE
FEB	Pregnancy & Prenatal Testing PLUS Newborn Testing	Hemoglobinopathies	Sepsis	Vitamin D Testing	EMR PLUS Middleware	PCR and Real-time PCR	Show-Product Spotlight in print: 50 words & photo	PIPETTING HIMSS Las Vegas Feb 20-24
MAR	Drugs-of-Abuse Testing	Infectious Diseases	Salary Survey PLUS ACOs, Medical Homes	Gastroenterology	Pharmacogenomics	Blood-less Testing	Show Spotlight in print: 50 words & photo	POINT-OF-CARE USCAP Vancouver Mar 17-23 SAFMLS Memphis Apr 1-6
APR	Cytology: Impact of Molecular Techniques	Phlebotomy	Lab of the Year	Virology	Patient Safety PLUS Lab Safety and Passive Safety features	Genomics, Proteomics, Cytomics, and Genetics	Show Spotlight in print: 50 words & photo	IFOBT NERCE Boxborough MA Apr 11 CVS Daytona Beach Apr 22-25 CLMA Atlanta Apr 29-May 2
MAY	Hematology	PCR	Temperature Management	Rapid Testing	Pathology (digital, anatomic & general) PLUS Microscopes	Quality Controls	Semi-Annual Signet Ad Comparison Study	SPECIMEN COLLECTION PLUS IV INFUSIONS ARTICLE ASCLS-CNE Providence RI May 1-3 Ex War Coll New Orleans May 1-2 APHL Seattle May 20-23
JUN	Diabetes PLUS Hemoglobin A1C	Microbiology	Reagents PLUS Inventory Control	STDs	Histology	Blood Test for Cancer	Show Spotlight in print: 50 words & photo	DIGITAL AND ANATOMIC PATHOLOGY ASM San Francisco Jun 16-19
JUL	Women's Health PLUS HPV	Cancer	Analyzers	Virology	Slide Makers/ Slide Stainers PLUS Gram Stains	Personalized Medicine	Show Spotlight in print: 50 words & photo	INFECTIOUS DISEASES PLUS IMMUNODIAGNOSTICS AACC Los Angeles Jul 15-19
AUG	Laboratory Information Systems	Chemistry	High-throughput DNA (next-gen sequencing)	Hematology	Blood Gas	Nucleic-acid Testing	Product Spotlight in print: 50 words & photo	LEAN PLUS LEAN ARTICLE

AUG CLR: ANNUAL BUYERS GUIDE print, online, trade shows

CLR FULL PAGE AD BONUS: Free 5" listing in print

SEP	Flu/Respiratory PLUS Immunodiagnos- tics: Antigen vs. Molecular	Immuno- histochemistry	Lab Management (financial, compliance, etc.)	IVD	Vitamin D Testing	Alzheimer's Blood Test	Show Spotlight in print: 50 words & photo	BLOOD BANKING & TRANSFUSION CAP'12 San Diego Sep 9-12 NSH Vancouver Sep 28- Oct 3
OCT	Urinalysis	Hepatitis	Automation	Regulation of Lab-developed Tests PLUS Surge in CLIA-waived Tests	Coagulation: Thrombo- elastography (TEG)	Genetic Test to Prevent Future Diseases	Show Spotlight in print: 50 words & photo	DIABETES AABB Boston Oct 6-9 AMP Long Beach, CA Oct 25-27 ASCP Boston Oct 30-Nov 3
NOV	HIV (World AIDS Day)	QA/QC Controls	HAIs/MRSA	Influenza	Barcodes	Molecular Testing	Semi-Annual Signet Ad Comparison Study	LIS PLUS EHR/EMR ARTICLE ASC Las Vegas Nov 2-6 ASHG San Francisco Nov 6-10
DEC	Biomarkers: Autoimmune Diseases and Arthritis	Molecular Diagnostics	Eco-friendly Waste Management	Flow Cytometry	Safer Sharps	Tests for Unusual or Unique Diseases	Show-Product Spotlight in print: 50 words & photo	BLOOD-COLLECTION DEVICES PLUS PHLEBOTOMISTS' ROLE ARTICLE ASH Atlanta Dec 8-11