

2011



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

	COVER STORY CE TEST	CLINICAL ISSUES	LAB MANAGEMENT THE 21ST CENTURY	SPECIAL FEATURE: A NEW LOOK AT...	EDUCATION & TRAINING	CURRENT BUZZ Trends, Roundtable, etc.	SHOW COVERAGE/ BONUS DISTRIBUTION
JAN	HAIs/MRSA/ CRBSIs	Tough sticks for oncology patients	Point of care	Patient safety	Blood gas	Software: From LPL to QA PLUS LIS	
▶ JAN Product Focus: Barcodes Full page AD BONUS: list rental of 1,000 BPA-audited spec or buy prospects							
FEB	Diabetes	Measuring hCG	Microscopes	Allergy	Urinalysis	POLs and reference labs	HIMSS Orlando Feb 21-24 USCAP San Antonio Feb 26-Mar 4
▶ FEB Product Focus: QC/QA Full page AD BONUS: Show Spotlight in print with 50 words and photo							
MAR	Biomarkers	Tuberculosis	Annual salary survey	Mass spectrometry	Digital pathology/ imaging	Drugs-of-abuse testing	SAFMLS New Orleans Mar 28-31
▶ MAR Product Focus: Analyzers Full page AD BONUS: Annual Signet Ad Comparison Study							
APR	Blood banking/ blood safety	Breast cancer	Lab of the Year	Pharmacogenomics	Hepatitis and STDs	EMR	NERCE Boxborough MA Apr 13-14
▶ APR Product Focus: LEAN Full page AD BONUS: Show Spotlight in print with 50 words and photo							
MAY	Infectious diseases	Flow cytometry	Training phlebotomists	Automation	High-throughput DNA sequencing (next-gen)	Mosquito-borne illnesses	Exec War College New Orleans May 3-4 ASCLS-CNE Providence RI May 4-6 CVS Daytona Beach May 8-11 ASM New Orleans May 21-24 CLMA Baltimore May 23-25
▶ MAY Product Focus: Specimen Collection Full page AD BONUS: Show Spotlight in print with 50 words and photo							
JUN	Hematology	Chemistry	Pneumatic tube transport	Biohazards	HAIs	Women's health PLUS HPV	
▶ JUN Product Focus: Pregnancy/Prenatal Full page AD BONUS: list rental of 1,000 BPA-audited spec or buy prospects							
JUL	Cytology	Immuno- histochemistry	Automating a growing hospital lab	Inventory control	Analyzers	Slide makers/ slide stainers	AACC Atlanta Jul 24-28
▶ JUL Product Focus: Diabetes Full page AD BONUS: Show Spotlight in print with 50 words and photo							
AUG	Drugs-of-abuse testing	Coagulation	The future of LIS	Autoimmune	Outreach	Point of care	
▶ AUG Product Focus: Microscopes Full page AD BONUS: Product Spotlight in print with 50 words and photo							
AUG	CLR: ANNUAL BUYERS GUIDE print, online, trade shows				▶ CLR Full page AD BONUS: Free 5" category listing in print		
SEP	Virology	QC/QA	Roundup: The right tests for your lab	In vitro diagnostics	Phlebotomy PLUS passive blood-collection devices	Flu/respiratory illnesses	CAP'11 Dallas Sep 11-14
▶ SEP Product Focus: Sterilization Full page AD BONUS: list rental of 1,000 BPA-audited spec or buy prospects							
OCT	Flu/respiratory illnesses	Hemo- globinopathies	Disaster preparation PLUS synthetic blood	Blood banking	Going "green"	Infectious diseases	ASHG Washington DC Oct 11-15 NSH Birmingham AL Oct 15 ASCP Las Vegas Oct 19-22 AABB San Diego Oct 22-25
▶ OCT Product Focus: Hematology Full page AD BONUS: Show Spotlight in print with 50 words and photo							
NOV	Molecular diagnostics	HIV/AIDS (World AIDS Day 12/1)	Hiring the right lab personnel	The impact of global lab standards	Volunteers overseas	Anatomic pathology	AMP Grapevine TX Nov 17-19
▶ NOV Product Focus: Immunoassays Full page AD BONUS: Annual Signet Ad Comparison Study							
DEC	Metabolic syndrome	Cancer	LEAN	Cytology	Middleware and LIS	Rapid tests, reagents, controls, etc.	ASH San Diego Dec 9-13
▶ DEC Product Focus: Genetic testing Full page AD BONUS: Show Spotlight in print with 50 words and photo							