

# 2021 EDITORIAL CALENDAR

	CONTINUING EDUCATION	CLINICAL ISSUES	LAB MANAGEMENT	INFECTION DIAGNOSTICS	EDUCATION	BEST PRACTICES	MOLECULAR DIAGNOSTICS	PRODUCT FOCUS	SHOW COVERAGE & FULL-PAGE AD BONUS
<b>JAN</b>	Immunodiagnostic Tests	HbA1C	RCM - Reimbursements	UTI	AI/ML in the Lab	QA/QC	Inflammatory Syndrome & COVID-19	Vitamin D	30% off ad in Jan with ad in Dec 2020 Social Media Message
<b>FEB</b>	HIV	Toxicology (Therapeutic & Drugs of Abuse)	<b>State of the Industry: Clinical Analytics</b>	Sepsis	Vascular COVID-19 ESR/CRP	Phlebotomy (POC)	PCR	Automation / Analyzers	<b>Semi-Annual Signet Ad Study</b>
<b>MAR</b>	Blood Disorders	Rapid Testing	Salary Survey	Emerging Diseases	LIS/EHR	PPE	COVID-19 Update	Chemistry Analyzers	CLMA Pre-Show Issue 60% of eProduct Insider
<b>APR</b>	Diabetes	COVID-19 Immunity	Lab of the Year	C. difficile	Certification Ready	<b>State of the Industry: Best Practices in Lab Management</b>	Autoimmune Diagnostics	COVID-19	<b>CLMA Mar 21-23 Nashville</b> CLMA Issue Clinical Spotlight: 35 words & image
<b>MAY</b>	Antimicrobial Resistance	Next-Generation Sequencing (NGS)	Lab Supply Forecasting	Virology	Informatics	Developing QC Practices	Companion Diagnostics	Centrifuges	<b>APHL May 17-20 Cleveland</b> Clinical Spotlight: 35 words & image
<b>JUN</b>	Cardiac Biomarkers	Chemistry Advancements	Training and Cross-training	POCT	Analytics & Data Management	Immuno-Oncology Assays	Genotype Testing for Warfarin Response	Coagulation Analyzers	<b>ASM Jun 3-7 Anaheim</b> <b>ASCO June 4-8 Chicago</b> Clinical Spotlight: 35 words & image
<b>JUL</b>	Autoimmune/ Allergy	Liquid Biopsies	<b>State of the Industry: Disease Management</b>	Group B Strep	Diabetes	Flow Cytometry	Genetics	Immunoassay Analyzers	<b>Semi-Annual Signet Ad Study</b> <b>Joint ASCLS, AGT, SAFMLS</b> <b>Jun 27-July 1 Louisville, KY</b>
<b>AUG</b>	Reducing Lab Errors	Cytokine Storm	Consumables	HAIs	Lab Innovators Worth Watching	Retention in the Lab	Pharmacogenomics	Rapid Testing	AACC Pre-Show Issue Clinical Spotlight: 35 words & image
<b>AUG</b>	<b>CLR 2021-2022 ANNUAL BUYERS GUIDE</b> print, digital edition, online, industry shows					<b>CLR FULL-PAGE AD BONUS: Free 5" listing in print + 30% off additional August MLO ad</b>			
<b>SEP</b>	Flu/Respiratory	POCT	Utilization of Supplies and Equipment	Women's Health	Colorectal Cancer	Specimen Collection	Diagnosing Alzheimer's	Mass Spectrometry	<b>AACC Sep 26-30 Atlanta</b> AACC Issue - Social Media Message <b>CVS Sep 27-30 West Palm Beach</b>
<b>OCT</b>	Blood Pathogens	Breast & Ovarian Pathology	Lab Safety	Plasma & Platelets	Data Management	Immunohistochemistry	Emerging & Evolving Biomarkers	Hematology Analyzers	<b>AABB Oct 16-19 Anaheim</b> Clinical Spotlight: 35 words & image
<b>NOV</b>	Endocrinology	Prostate Cancer	Automation	HPV	Influenza	Hematology	<b>State of the Industry: Molecular Diagnostics</b>	The Changing Test Environment / New Tech	<b>AMP Nov 18-20 Philadelphia</b> <b>MEDICA Nov 15-19 Dusseldorf</b> Clinical Spotlight: 35 words & image
<b>DEC</b>	Antibodies	Controls/Reagents	Hall of Fame Test Products	STIs	Diabetes	Biomarkers	Tumor Markers	LIS Product Guide	Social Media Message