

2024 EDITORIAL CALENDAR

[Months, themes, and topics are subject to change at the editors' discretion]

	Closing Dates	Continuing Education	Clinical Issues	Lab Management	Infection Diagnostics	Education	Best Practices	Molecular Diagnostics	Product Focus	Full Page Ad Bonus	Show Coverage or Bonus Distribution
JAN	Close 11/30/23 Mat'l 12/5/23	Urinalysis	POCT / Decentralized Testing	Quality Control and Preventing Errors	Urinalysis	In-house Lab Testing	Henry Ford Health Case Study	Preanalytic Processes	Assays	Clinical Spotlight	
FEB	Close 1/4 Mat'l 1/5	Respiratory Testing	HPV and Cancer	LIS / Revenue Cycle Management	HIV	HbA1c Testing	Professional Certification	PCR for Hepatitis C Testing	Antibody Tests	Email List Rental	
MAR	Close 1/26 Mat'l 2/1	AI	Pre-eclampsia	Prognostic Testing	STIs	Diabetes	State of the Industry: Clinical Data	Liquid Biopsies	Vitamin D	Signet Ad Study	HIMSS Mar 20-24, Orlando MLO Virtual Forum: Technology and Trends
APR	Close 2/27 Mat'l 3/4	Digital Pathology	sNfL in MS	Lab of the Year Award	Hematology	QC/QA	Employee Retention	Variant Testing	Lab Safety	Social Media Message	
MAY	Close 3/27 Mat'l 4/2	Diabetes	CLIA Regulatory Changes	Analyzers/ Automation	STI Testing at the POC	Women's Health	State of the Industry: Best Practices in Lab management	Next Generation Sequencing	Analyzers	Clinical Spotlight	KnowledgeLab'24 Apr 30-May 1, San Antonio COLA Forum May 7-9 Destin, FL APHL May 6-9, Milwaukee ASCO May 31 - Jun 4, Chicago ASM Microbe Jun 13-17, Atlanta
June CE article and test available online: Rare Disease Testing											
JUL	Close 5/28 Mat'l 6/3	Antimicrobial Resistance	Alzheimer's/ Dementia Testing	55 Under 55	Group A & B Strep	Biomarkers ----- Oncology	Developing QC Practices	CDC Hepatitis Guidelines	Rapid Testing & Bench Top Testing	Clinical Spotlight	ASCLS, AGT & SAFMLS Jul 7-11, Pittsburgh ADLM Jul 28-Aug 1, Chicago
CLR	Close 6/12 Mat'l 6/17	Clinical Laboratory Reference 2024-2025 ANNUAL BUYERS GUIDE print, digital edition, online, industry shows CLR FULL-PAGE AD BONUS: Free 5" listing in print + 30% off additional August MLO ad									
AUG	Close 6/24 Mat'l 6/28	POCT	Cell Therapies	Phlebotomy & Safety	Mass Spectrometry	UNIVANTS Award ----- Cybersecurity	State of the Industry: Disease Management	Syndromic Testing	Specimen Collection	Clinical Spotlight	ADLM Jul 28-Aug 1, Chicago
SEP	Close 7/30 Mat'l 8/5	Flu/ Respiratory	Controls & Reagents	Automation ----- Pharmacogenomics	Antimicrobial Stewardship	Salary Survey ----- STI Testing	Needle Stick/Sharps Injury Prevention	Genetic Disease Testing	Diabetes	Signet Ad Study	ASCP Sep 4-6, Chicago AABB Oct 19-22, Houston
October CE article and test available online: Reducing Lab Errors Plus: ADLM Round-up Product Focus available online											
NOV	Close 9/25 Mat'l 10/3	Transplant Testing	Sepsis ----- Patient Blood Management	LIS Product Guide	Flu/Respiratory	Lab Test Utilization/ Diagnostic Stewardship	Lab Challenges: QC/QA	State of the Industry: Molecular Diagnostics	ADLM Round Up	Social Media Message	AMP Nov 21-23, Vancouver MEDICA TBD, Dusseldorf
December CE article and test available online: STI Testing											