



2009 Connecticut-Massachusetts Editorial Calendar

TARGET YOUR MARKETING!

JANUARY—FEBRUARY EDITION

- 1 Rehabilitation Care in the New Year!
- 2 American Heart Month...Cardiac Care highlighted

Massachusetts	Ad Deadline—January 23	Print Date—January 29
Connecticut	Ad Deadline—February 6	Print Date—February 12

MARCH—APRIL EDITION

- 1 Assisted Living-Resident Care —*Reservations for Special Care Listing*
- 2 Diabetes Care

Massachusetts	Ad Deadline—March 20	Print Date—March 26
Connecticut	Ad Deadline—April 3	Print Date—April 9

MAY—JUNE EDITION

- 1 National Nurse Recognition—*Hospital Newspaper Top Nurse Profiles*
- 2 Pediatric Rehabilitation Care

Massachusetts	Ad Deadline—May 22	Print Date—May 29
Connecticut	Ad Deadline—June 5	Print Date—June 11

JULY—AUGUST EDITION

- 1 Long Term Care —*Reservations for Special Extended Care Listing*
2000 extra copies sent to Case Managers
- 2 Back to Nursing and Medical School
Education and Recruitment opportunities featured

Massachusetts	Ad Deadline—July 24	Print Date—July 30
Connecticut	Ad Deadline—July 31	Print Date—August 6

SEPTEMBER—OCTOBER

- 1 Alzheimer's Care —*Reservations for Facility Listing*
- 2 Healthcare Careers—*Print and Web opportunities*

Massachusetts	Ad Deadline—September 18	Print Date—September 24
Connecticut	Ad Deadline—September 25	Print Date—October 1

NOVEMBER—DECEMBER EDITION

- 1 Annual Rehabilitation Issue—Patient Recovery Stories
- 2 Recognizing Volunteers

Massachusetts	Ad Deadline—November 20	Print Date—November 25
Connecticut	Ad Deadline—November 27	Print Date—December 3

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