

Plexus

WHERE HEALTH INFORMATION
EXPERTS COME TOGETHER

2012 Media Kit

www.ahdionline.org

CONTENT deadlines ISSUE themes

January

Deadlines

Content due: 10/27/11

Post Event by: 11/17/11

Issue Mails: 01/04/12

Issue Theme

The In Zone

(Leadership Development)

Clinical Medicine Theme

Mind/Body Health

* **Employer's Guide**

July

Deadlines

Content due: 04/16/12

Post Event by: 05/24/12

Issue Mails: 07/06/12

Issue Theme

"Public Speaking—The Art of Communication"

(Communication)

Clinical Medicine Theme

Speech Language

Pathology

* **Employer's Guide**

March

Deadlines

Content due: 12/19/11

Post Event by: 01/26/12

Issue Mails: 03/08/12

Issue Theme

The Technology Train

(Technology)

Clinical Medicine Theme

Pediatrics

* **Buyer's Guide**

September

Deadlines

Content due: 06/18/12

Post Event by: 07/26/12

Issue Mails: 09/06/12

Issue Theme

Status Check—Are You in Breach or Are You Compliant?

(Regulatory Compliance)

Clinical Medicine Theme

Hematology/Oncology

* **Employer's Guide**

May

Deadlines

Content due: 02/13/12

Post Event by: 03/22/12

Issue Mails: 05/03/12

Issue Theme

Class Is Now In Session

(Education)

Clinical Medicine Theme

Pharmacology

* **Employer's Guide**

November

Deadlines

Content due: 08/13/12

Post Event by: 09/20/12

Issue Mails: 11/01/12

Issue Theme

How "app" Savvy Are You?

(Resources for the Working MT)

Clinical Medicine Theme

Endocrinology

* **Employer's Guide**