

Plexus

WHERE HEALTH INFORMATION
EXPERTS COME TOGETHER

2010 Media Kit

www.ahdionline.org

CONTENT deadlines
COMPONENT AD deadlines
ISSUE themes

January

Deadlines

Content: 10/26/09

Comp Ads: 11/13/09

Mail Out: 01/04/10

Issue Theme

"Let's Talk Wages"

(Compensation)

* Employer's Guide

March

Deadlines

Content: 12/21/09

Comp Ads: 01/15/10

Mail Out: 03/02/10

Issue Theme

"Stay or Go? What to Do About the Dip"

(Career Adjustment Strategies)

* Buyer's Guide

May

Deadlines

Content: 02/15/10

Comp Ads: 03/12/10

Mail Out: 05/03/10

Issue Theme

"So, You Wanna Be an MT?"

(Special Student Issue)

* Employer's Guide

July

Deadlines

Content: 04/19/10

Comp Ads: 05/14/10

Mail Out: 07/02/10

Issue Theme

"Tales from the Private Sector"

(The Non-Traditional/Specialty MT)

* Employer's Guide

September

Deadlines

Content: 06/21/10

Comp Ads: 07/16/10

Mail Out: 08/30/10

Issue Theme

"Now You're in Charge"

(Transitioning from MT to Manager)

* Employer's Guide

November

Deadlines

Content: 08/16/10

Comp Ads: 09/17/10

Mail Out: 11/01/10

Issue Theme

"The Best of the Best"

(Industry Review Issue)

* Employer's Guide