

2021 EDITORIAL CALENDAR

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