

2015 EDITORIAL CALENDAR

Addiction Professional is the official publication of the National Conference on Addiction Disorders

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Ad Close: 1/29

Materials Due: 2/2

Editorial Focus:

Recovery-focused treatment

Show Distribution:

Foundations Innovations in Recovery San Diego (3/30-4/2)

SPRING

Ad Close: 3/16

Materials Due: 3/20

Editorial Focus:

Integration of addiction treatment

Special Opportunities:

Baxter Ad Study: A third-party research firm (Baxter Research) will review your ad with our readers, providing you with a complimentary, customized report including direct reader comments

Show Distribution:

National Association of Addiction Treatment Providers Annual Conference Carlsbad (TBD)

> David Smith, MD, Symposium San Francisco (TBD)

SUMMER

Ad Close: 6/12

Materials Due: 6/16

Editorial Focus:

Annual Outstanding Clinicians Awards
National Conference on Addiction Disorders
Preview Issue

Special Opportunities:

Bonus advertorial issue: Purchase a full-color halfor full-page ad and receive a free half or full page for your own company advertorial in the issue at no additional cost

Show Distribution:

National Conference on Addiction Disorders St. Louis (8/8-8/11)

Addiction Professional Fall Academy (TBD)

RESOURCE GUIDE

Ad Close: 7/10

Materials Due: 7/15

Editorial Focus:

Addiction Professional Fall Academy Preview Issue

Special Opportunities:

All display advertisers receive a bonus basic listing in the Resource Guide's print and online directory

Show Distribution:

Behavioral Healthcare Leadership Summit St. Louis (8/8-8/11)

Cape Cod Symposium on Addictive Disorders Hyannis (9/10-9/13)

> Foundations Moments of Change Palm Beach (9/28-10/1)

> Lifestyle Intervention Conference Las Vegas (TBD)

Addiction Professional Fall Academy (TBD)

FALL

Ad Close: 11/2

Materials Due: 11/5

Editorial Focus:

Addiction Professional Winter Academy Preview Issue Technologies for Treatment Survey

Special Opportunities:

Treatment Center Directory

Issue distributed with the 2016 annual calendar—advertisers receive a full-page full-color ad in the calendar as well as complimentary advertising in the following year in their designated month

Show Distribution:

Addiction Professional Winter Academy (TBD)