

### JANUARY/FEBRUARY

**Ad Close:** 1/31

**Materials Due:** 2/4

**Editorial Focus:**  
Gender-Specific Treatment Strategies  
Assisting the Cognitively Impaired/Brain-Injured Client

**Show Distribution:**  
*American Society of Addiction Medicine (ASAM) Annual Conference*  
Orlando, FL (4/10 - 4/13)  
*Foundations: Freedom & Recovery*  
San Diego, CA (4/14 - 4/17)

### MARCH/APRIL

**Ad Close:** 3/20

**Materials Due:** 3/24

**Editorial Focus:**  
Trends in Counselor Education  
Recovery-Focused/Continuing Care Models

**Show Distribution:**  
*National Association of Addiction Treatment Providers Annual Conference*  
Charlotte, NC (5/17 - 5/20)  
*UK/European Symposium on Addictive Disorders*  
London (5/5-5/7)

### MAY/JUNE

**Ad Close:** 5/22

**Materials Due:** 5/26

**Editorial Focus:**  
Holistic Therapies in Addiction Treatment  
Strategies in Treating Recovering Professionals

**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.  
David E. Smith, MD Symposium  
San Francisco (6/27-6/28)

### RESOURCE GUIDE

#### JULY/AUGUST

**Ad Close:** 7/10

**Materials Due:** 7/14

**Editorial Focus:**  
National Conference on Addiction Disorders  
Preview Coverage  
6th Annual Outstanding Clinicians Awards  
Innovations in Adolescent Treatment

**Vendor Profiles\*\***  
\*\*Purchase a full-color half- or full-page ad and receive a free half or full page for your own company profile/advertorial in the issue at no additional cost.

**Show Distribution:**  
*National Conference on Addiction Disorders (NCAD)*  
St. Louis, MO (8/22 - 8/26)  
*Cape Cod Symposium on Addictive Disorders (CCSAD)*  
Hyannis, MA (9/11 - 9/14)  
*Foundations: Moments of Change*  
Palm Beach, FL (9/29 - 10/2)  
*Lifestyles Intervention Conference*  
Las Vegas, NV (10/6 - 10/8)

#### SEPTEMBER/OCTOBER

**Ad Close:** 9/18

**Materials Due:** 9/22

**Editorial Focus:**  
Trends in the Treatment of Eating Disorders  
Strategies for Treating Military Veterans

**Editorial Focus:**  
The Changing Profile of Treatment Centers  
Innovations in LGBT Services  
Treatment Center Directory

**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.

#### NOVEMBER/DECEMBER

**Ad Close:** 11/20

**Materials Due:** 11/22

**Editorial Focus:**  
The Changing Profile of Treatment Centers  
Innovations in LGBT Services  
Treatment Center Directory

**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.

### ONLINE COVERAGE:



**JANUARY**  
Treatment of Veterans

**FEBRUARY**  
Technology Innovations

**MARCH**  
Trends in Credentialing

**APRIL**  
Medication Developments

**MAY**  
Facility Marketing

**JUNE**  
Smoking Cessation

**JULY**  
Mind/Body Approaches

**AUGUST**  
Continuing Education

**SEPTEMBER**  
Promising Behavioral Therapies

**OCTOBER**  
Insurance Liability

**NOVEMBER**  
Telehealth in Addiction Treatment

**DECEMBER**  
Workforce Development

# 2014 EDITORIAL CALENDAR

FIND US ON:

