



2017 / Advance Senior Care Editorial Calendar

Winter: Memory Care	Spring: Leaders of Tomorrow	Summer: Memory Care	Special Innovation Issue	Fall: OPTIMA Award
Ad Close: 1/23 Materials Due: 1/26	Ad Close: 3/27 Materials Due: 3/30	Ad Close: 6/2 Materials Due: 6/7	Ad Close: 8/30 Materials Due: 9/4	Ad Close: 10/27 Materials Due: 10/30
EDITORIAL FOCUS				
<ul style="list-style-type: none"> • Legal issues in dementia care • Clinical advancements/Research • Drug-free interventions • Activities programming 	<ul style="list-style-type: none"> • Medication management • Rehabilitation/therapy • Infection control 	<ul style="list-style-type: none"> • Legal issues in dementia care • Clinical advancements/Research • Drug-free interventions • Activities programming 	<ul style="list-style-type: none"> • Technology • Services • Resident Care 	<ul style="list-style-type: none"> • Risk management/emergency preparedness • Finance • Infection control
IN EVERY ISSUE:				
<ul style="list-style-type: none"> • Administrative management • Quality initiatives • Research • Case studies • Leadership • Compliance • MDS Updates • Legal issues • Safety 				
BONUS DISTRIBUTION				
AMDA 3/16 - 3/19 Phoenix, AZ ACHCA 4/2 - 4/5 St. Louis, MO	Argentum 5/1 - 5/4 Nashville, TN ASCP Forum 5/3 - 5/4 Arlington, MD AANAC 5/3 - 5/5 St. Louis, MO Memory Care Forum 5/22 - 5/23 Philadelphia, PA	NADONA 7/14 - 7/19 Coronado Springs, FL Pioneer Network 7/30 - 8/2 Chicago, IL	Memory Care Forum 9/14 - 9/15 San Diego, CA AHCA 10/15 - 10/18 New Orleans, LA Leading Age 10/29 - 11/1 New Orleans, LA ASCP Annual Forum 9/6 - 9/8 Chicago, IL	