

Editorial Calendar

**PHYSICAL THERAPY
PRODUCTS**

JANUARY	FEB/MAR	APRIL/MAY	JUNE/JULY	AUGUST/SEPT	OCT/NOV	DECEMBER
<p>Features Gait & Balance</p> <p>Practice Management Software Matrix</p> <p>Workplace Injury & Prevention</p> <p>Treatment Modalities</p> <p>Aquatic Therapy</p> <p>Fitness, Rehab, & Prevention</p> <p>Bonus Distribution APTA Combined Sections Meeting</p>	<p>Features Pain Management</p> <p>Continuing Education</p> <p>Knee Rehab/ Lower Extremity</p> <p>Stroke Rehab</p> <p>Balls, Bands, & Beyond</p> <p>Integreated Software Showcase</p>	<p>Features Product Guide</p> <p>Bonus Distribution at all shows</p>	<p>Features Billing Software</p> <p>Vestibular Rehab</p> <p>Capital Expenditures</p> <p>Return to Work</p> <p>Pain Management Showcase</p> <p>Aquatic Rehab</p> <p>Bonus Distribution APTA NEXT Conference</p>	<p>Features Documentation Software Matrix</p> <p>Hot/Cold Therapy & Topicals</p> <p>Fitness & Therapy</p> <p>Fall Prevention</p> <p>Drop Foot</p> <p>Concussion Management</p>	<p>Features Stroke & Neuro</p> <p>Aquatic Therapy</p> <p>Advances in Technology</p> <p>Facility Based Equipment</p> <p>Cloud Computing</p> <p>Resistance Equipment & Accessories</p> <p>Bonus Distribution APTA Private Practice Section</p>	<p>Features Buyer's Guide</p> <p>Bonus Distribution at all shows</p>
<p>Ad Close Date: 12.12.14 Ad Materials Due: 12.16.14 Mail Date: 1.16.15</p>	<p>Ad Close Date: 2.2.14 Ad Materials Due: 2.4.15 Mail Date: 3.3.15</p>	<p>Ad Close Date: 4.2.15 Ad Materials Due: 4.6.15 Mail Date: 5.1.15</p>	<p>Ad Close Date: 6.8.15 Ad Materials Due: 6.10.15 Mail Date: 7.8.15</p>	<p>Ad Close Date: 8.13.15 Ad Materials Due: 8.17.15 Mail Date: 9.14.15</p>	<p>Ad Close Date: 10.7.15 Ad Materials Due: 10.9.15 Mail Date: 11.5.15</p>	<p>Ad Close Date: 11.18.15 Ad Materials Due: 11.20.15 Mail Date: 12.21.15</p>