



# Equipment Classifieds

## 2023 EDITORIAL CALENDAR

**Ad Sales: 212-742-1200 Ext. 237**

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Each theme will be explored with editorial content, including current events coverage from our Daily News online.

The issue will be handed out in person or mailed to past attendees of the trade shows listed for each month.

Indicated trade shows will also include a Q&A with association leadership, as well as three options for advertiser Bonus Placement.

**Bonus Placements:** New Product Showcase, Company Write Up, Company Press Release

### JANUARY – CT IMAGING

ACE Summit  
CT Bonus Placements

### FEBRUARY - EUROPEAN RADIOLOGY

ECR (Q&A, Bonus Placements)

### MARCH – CARDIAC IMAGING

ACC (Q&A, Bonus Placements)

### APRIL – PROTON THERAPY

NAPT (Q&A, Bonus Placements)  
IDN Summit

### MAY – HTM

AAMI (Q&A, Bonus Placements)  
HCP Spring

### JUNE – MOLECULAR IMAGING

SNMMI (Q&A, Bonus Placements)  
FIME (Q&A, Bonus Placements)  
SIIM

### JULY - WOMEN'S HEALTH

AHRA (Q&A, Bonus Placements)  
AHRMM

### AUGUST - PARTS & SERVICE

IDN Summit

### SEPTEMBER - RADIATION ONCOLOGY

ASTRO (Q&A, Bonus Placements)  
HCP Fall

### OCTOBER - MRI

MRI Bonus Placements

### NOVEMBER - RSNA

RSNA (Q&A, Bonus Placements)

### DECEMBER - TOP STORIES OF THE YEAR



**The topics and content of this editorial calendar are subject to change**

The calendar will be updated on DOTmed's homepage each month as changes and additions occur. Ask your Sales Representative for the most updated version if you are interested in PR submissions or advertising.