

# 2009 Editorial Calendar

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| Issue   | Editorial Focus   |
|---|---|
| <p><b>January 2009</b></p> <p>Space: 12/12/08<br/>Material: 12/19/08</p>  | <p>Buyer's Guide<br/>US Manufacturers Directory</p> <p><b>Bonus International Distribution:</b> Chicago Midwinter Meeting<br/><b>Additional Bonus Distribution:</b> IDS</p> |
| <p><b>March 2009</b></p> <p>Space: 2/10/09<br/>Material: 2/17/09</p>      | <p>International Manufacturers Directory</p>  |
| <p><b>June 2009</b></p> <p>Space: 5/11/09<br/>Material: 5/18/09</p>       | <p>U.S. Independent Rep and Technician Directory</p>  |
| <p><b>September 2009</b></p> <p>Space: 8/14/09<br/>Material: 8/21/09</p>  | <p>International Dealers Directory<br/>U.S. Dental Meetings Calendar</p> <p><b>Bonus Distribution:</b> ADA Annual Session</p>   |
| <p><b>November 2009</b></p> <p>Space: 10/12/09<br/>Material: 10/19/09</p> | <p>U.S. Dental Dealers Directory</p> <p><b>Bonus International Distribution:</b> GNY Dental Meeting</p>   |

