

# 2017 EDITORIAL CALENDAR

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## JAN | DENTAL

Dentistry Case  
Dentistry Algorithm  
Nutrition for All Life Stages  
Eye Emergencies  
Neurology Case  
Image Gallery: Ophthalmology (web)  
Quiz: Oncology (web)  
Capsules: Current Literature  
■ Seizure Treatments

## FEB | WELLNESS

Heart Health & Wellness  
Inappropriate Elimination  
Feline Health Algorithm  
Drug Toxicity Case  
Nutrition Case  
Quiz: Neoplasia (web)  
Image Gallery: Dental (web)  
■ Pancreatic Disease Treatments

## MAR | SURGERY

Anesthesia Algorithm  
Step-by-Step Surgery Prep  
Canine Pulmonary Disease  
Antibiotics  
Canine Phobias  
Ocular Diagnostics  
Quiz: Feline Diabetes (web)  
Image Gallery: Surgery (web)  
■ Respiratory Treatment

## APR | PARASITOLOGY

Tick Gallery  
Parasite-Caused Illness  
Antibiotics Encore  
Orthopedics Case  
Skin Disorders  
Protozoal Disease  
Image Gallery: Feline Ophthalmology  
Image Quiz: Dermatology  
■ Parasiticide Profile

## MAY | DIAGNOSTICS

Ophthalmology Diagnostics  
Immunodiagnostics  
Fine-Needle Aspiration & Cytology  
Quiz: Internal Medicine (web)  
From Page to Patient: Current Literature  
■ GI Medication

## JUN | DERMATOLOGY

Step-by-Step Derm Diagnostics  
CKD Review  
Anesthesia Case  
Quiz: Laboratory Diagnostics (web)  
Image Gallery: Cardiology (web)  
From Page to Patient: Current Literature  
■ Dental Disease Treatments

## JUL | INFECTIOUS DISEASE FOCUS

Zoonotic Parasite  
Urinary Tract Infections  
Pain Management Case  
Quiz: Infectious Diseases (web)  
Quiz: Feline Cardiology (web)  
From Page to Patient: Current Literature  
■ GI Disease Management

## AUG | ORTHOPEDIC DISEASE

Neurology Case  
Bone & Joint Disease Therapeutics  
Ophthalmology Case  
From Page to Patient: Current Literature  
■ Diuretics

## SEP | FELINE MEDICINE


Feline Drug Therapy  
Feline Dermatology  
Point-of-Care Diagnostics  
Quiz: Nutrition (web)  
Image Gallery: Cytology (web)  
From Page to Patient: Current Literature  
■ Urinary Disease Management

## OCT | EMERGENCY MEDICINE


Emergency Pharmacologic Solutions  
Emergency Clotting Problem  
Osteoarthritis and Nutrition  
Quiz: Gall Bladder Disease (web)  
■ From Page to Patient: Current Literature

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## NOV | ENDOCRINOLOGY

Alopecia X  
Adrenal Tumor Case  
Internal Medicine Case  
From Page to Patient: Current Literature  
 Parasiticides

## DEC | GERIATRIC MEDICINE

Geriatric Behavior  
Viral Dermatoses  
Fluid Therapy  
Quiz: Endocrinology (web)  
Image Gallery: Ophthalmology (web)  
From Page to Patient: Current Literature  
 Behavior Medications

## CLINICIAN'S BRIEF 2017 PRODUCTION DEADLINES

ISSUE	AD LIST DUE	MATERIALS DUE
Jan	Dec 1, 2016	Dec 7, 2016
Feb	Jan 3	Jan 9
Mar	Feb 1	Feb 9
Apr	Mar 1	Mar 9
May	Apr 3	Apr 10
Jun	May 1	May 10
Jul	Jun 1	Jun 9
Aug	Jul 3	Jul 10
Sept	Aug 1	Aug 10
Oct	Sep 1	Sep 11
Nov	Oct 2	Oct 10
Dec	Nov 1	Nov 10

## AD STUDIES

March (print)  
September (digital)  
October (print)

## BONUS DISTRIBUTION

January (NAVC)  
February (WVC)  
March (BSAVA)  
July (AVMA)  
August (WSAVA, IVECCS)  
October (New York VET)