### JANUARY

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<tr>
<th>Ad Dates</th>
<th>Insertion Orders: 12/14/15; Materials: 12/18/15</th>
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<tr>
<td>Special Distribution</td>
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</table>
| Featured Articles | • 2016 Annual Salary Survey  
• Expert Q&A on Surgical Video  
• A Guide to Enzyme Cleaners  
• A Guide to Cataract Laser Systems  
• The New Rules of Drug Compounding  
• Technology that Helps With At-Risk Airway Patients  
• Thinking of Buying...Smoke Evacuators  
• Gear to Make Your ORs More Comfy  
• We Fought Pressure Ulcers—and Won  
• Lessons Learned from the Duodenoscope Outbreak  
• How Would You Handle These Real Life Emergencies?  
• Nothing Left Behind: Prevent Retained Objects  |

### FEBRUARY

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<tr>
<th>Ad Dates</th>
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<tr>
<td>Special Distribution</td>
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| Featured Articles | • Opportunities in Outpatient Trauma  
• How Video Laryngoscopes Work in Practice  
• Reader Survey on Post-Op Pain Management  
• We Revolutionized Our Surface Disinfection Practices  
• Pharmaceuticals that Make Ophthalmic Surgery Better  
• Products that Reduce Radiation Exposure  
• A Guide to Orthopedic Power Tools  
• Thinking of Buying...A Hip Table  
• What’s Changed in GERD Treatment Reimbursement  
• 10 Tips for Cloud Computing Success  
• 5 Trends to Watch in ENT Technology  
• The Future of Arthroscopy  
• What’s New in Patient Safety Technology  
• How Clean are Your Instruments?  |

### MARCH

<table>
<thead>
<tr>
<th>Ad Dates</th>
<th>Insertion Orders: 2/14/16; Materials: 2/18/16</th>
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<tbody>
<tr>
<td>Special Distribution</td>
<td>$\text{AORN}$</td>
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</table>
| Featured Articles | • How We Converted to Double Gloving  
• What’s New in Continuous Nerve Block Products  
• When Should You Use IV Anti-Inflammatorys?  
• Reader Survey on Fluid Waste Management  
• A Guide to Covered Containers  
• Thinking of Buying...C-Arms  
• New Strategies for Preventing Cross-Contamination  
• Are Your Patients Dehydrated?  
• Chronic Pain Injections: The Ultrasound Alternative?  
• How the New Phaco Machines Perform in Practice  
• How to Do an MH Simulation  
• A Guide to Warming Cabinets  |

### Special Issues

| Special Issues | Manager’s Guide to Outpatient Total Joint Replacement  
|----------------|--------------------------------------------------|
| Ad Dates | Insertion Orders: 12/7/15; Materials: 12/11/15  
| Special Distribution | $\text{AORN/AAOS/ASCA/ORX/ACS/ASA}$  
| Featured Articles | • The Economics of Outpatient Total Joints  
• The Critical Art of Patient Selection  
• Strategies for Outstanding Post-Op Pain Control  
• High-Tech Tables That Optimize Joint Access  
• Is Robotic-Assisted Surgery for You?  
• The Case for Going Repless  
• Smart Strategies for Home Recovery  
• 7 Ways to Fight Total Joint Infections  
• Equip Your Facility for Total Joints  
• Top Tips for Achieving Fair Reimbursement  
• Primer on Knee and Hip Implants  |

| Special Issues | Manager’s Guide to Abdominal Surgery  
|----------------|--------------------------------------------------|
| Ad Dates | Insertion Orders: 1/4/16; Materials: 1/8/16  
| Special Distribution | $\text{ASCA/ORX/ACS/ASA/AORN}$  
| Featured Articles | • Making the 23-Hour Colectomy Possible  
• New Technology for Less Surgery  
• 10 Tips for Safer Trendelenburg Positioning  
• The Economics of Percutaneous Laparoscopy  
• New Options in Resposable Instruments  
• Assessing Absorbable, Self-Gripping and Hybrid Mesh Options  
• The Case for Image Enhancement in Abdominal Surgery  
• What’s New in Electrosurgery Technology  
• How 3D Works in Practice  
• Port Closure Tools To Prevent Umbilical Hernia  
• New Options for Clearing Smoke, Fog and Debris  |
### APRIL

- Insertion Orders: 3/15/16; Materials: 3/19/16

<table>
<thead>
<tr>
<th>ASCRS</th>
<th>ASCA</th>
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<tbody>
<tr>
<td>• 10 Products That Help Thoroughly Disinfect Endoscopes</td>
<td>• What I Saw at AAOS</td>
</tr>
<tr>
<td>• Pre-Filled, Pre-Packaged: Safer, More Convenient Surgical Meds</td>
<td>• Reader Survey on Surgical Video</td>
</tr>
<tr>
<td>• The Science Behind Pre-Op Showers</td>
<td>• 5 Trends to Watch in Anesthesia</td>
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<tr>
<td>• 5 Trends to Watch in Post-Op Pain Management</td>
<td>• Thinking of Buying...Instrument Washers</td>
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<tr>
<td>• Test-Driving the New ENT NAV Systems</td>
<td>• Shopping the Latest stretcher Tables and Stretcher Chairs</td>
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<tr>
<td>• Reader Survey: Safety Sharp Adoption Update</td>
<td>• SAGES Report: What’s New in MIS</td>
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<tr>
<td>• The Hidden Dangers of Surgical Smoke</td>
<td>• Update on Non-Latex Surgical Gloves</td>
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<tr>
<td>• Thinking of Buying...Pupillary Dilation Products</td>
<td>• Are Your Flexible Endoscopes Really Clean?</td>
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<td>• Products for Smoother IV Starts</td>
<td>• 10 Technologies for Safer Nerve Blocks</td>
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<td>• 48 Hours with an Accreditation Surveyor</td>
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<tr>
<td>• 5 Simple Things to Do to Grow Greener</td>
<td>• Operating Room Space Savers</td>
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<tr>
<td>• Update on OR Storage Systems</td>
<td>• 5 Trends to Watch in Infection Control</td>
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</tbody>
</table>

#### Manager’s Guide to Hot Technology

**PLUS:** ASCRS/ASCA/APIC April Product and Services Showcase

#### Session Previews

- Is It Time to Invest in Ultra Hi-Def Video?
- Understanding Your Options in Whole Room Disinfection
- Do These Colonoscopy Upgrades Improve Polypl Detection Rates?
- Update on Minimally-Invasive GERD Treatments
- Cost-Justifying Laser Cataract Systems
- Customized Total Knee Tech: Does it Enhance Outcomes?
- Articulated Instruments: What’s Their Future?
- New Technology for Surgical Cancer Detection
- 3D C-Arm Imaging: How Well Does It Work?
- Update on Robotic Single Port Surgery
- Computer-Assisted Propofol Sedation: Will It Catch On?
- Perfusion Angiography: What’s Its Role?
- What’s New in EMRs

### MAY

- Insertion Orders: 4/11/16; Materials: 4/15/16

<table>
<thead>
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<th>ASCRS</th>
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<tbody>
<tr>
<td>• What I Saw at AAOS</td>
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<tr>
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<td>• Shopping the Latest stretcher Tables and Stretcher Chairs</td>
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<tr>
<td>• 5 Trends to Watch in Anesthesia</td>
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<tr>
<td>• Thinking of Buying...A Spine Table</td>
<td>• Update on Non-Latex Surgical Gloves</td>
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<tr>
<td>• Post-Op Pain Management: Best Practices for Bunionectomy</td>
<td>• Are Your Flexible Endoscopes Really Clean?</td>
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<tr>
<td>• New Ways to Diagnose and Treat Barrett’s Esophagus</td>
<td>• 10 Technologies for Safer Nerve Blocks</td>
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<tr>
<td>• Update on Pre-Admissions Software</td>
<td>• Reader Survey on Patient Safety</td>
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<td>• How to Build a Hybrid OR</td>
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<td>• How to Use Patient Financing in High Deductible Plans</td>
<td>• 5 Trends to Watch in Infection Control</td>
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<td>• What’s New in Medication Safety Technology</td>
<td>• Understanding Bone Anchors</td>
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<tr>
<td>• Update on Cataract Outsourcing</td>
<td>• A Guide to Total Knee Systems</td>
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<tr>
<td>• What’s New in Hernia Repair?</td>
<td>• Set Up Your Facility to Treat Vein Disease</td>
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</tbody>
</table>

#### Manager’s Guide to Infection Control

**PLUS:** Preview of OR Excellence June “Double-Play” Product and Services Showcase

#### Session Previews

- Skin Prepping, Including Hair Removal and Pre-Op Bathing
- Patient Warming
- Sterilization and Sterilization Assurance
- Decontamination
- Barrier Protection
- High-Level Disinfection
- Surgical Scrubbing and Hand Hygiene
- Surface Cleaning and Disinfection
- Scrub Laundering
- Antibiotic Prophylaxis
- Wound Care
- Air Handling

### JUNE

- Insertion Orders: 5/9/16; Materials: 5/13/16

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<tr>
<td>• Thinking of Buying...Instrument Washers</td>
<td>• The Future of Sinus Surgery</td>
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<tr>
<td>• Shopping the Latest stretcher Tables and Stretcher Chairs</td>
<td>• The Ophthalmic OR of the Future</td>
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<tr>
<td>• SAGES Report: What’s New in MIS</td>
<td>• The Hidden Dangers of Surgical Smoke</td>
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</tr>
<tr>
<td>• The Future of Sinus Surgery</td>
<td>• The Ophthalmic OR of the Future</td>
</tr>
</tbody>
</table>

#### Preview of OR Excellence PLUS June “Double-Play” Product and Services Showcase

#### Session Previews

- The Focused Factory Approach to Infection Control Using Lean Principles to Standardize:
  - Skin Prepping, Including Hair Removal and Pre-Op Bathing
  - Patient Warming
  - Sterilization and Sterilization Assurance
  - Decontamination
  - Barrier Protection
  - High-Level Disinfection
  - Surgical Scrubbing and Hand Hygiene
  - Surface Cleaning and Disinfection
  - Scrub Laundering
  - Antibiotic Prophylaxis
  - Wound Care
  - Air Handling
## 2016 Editorial Calendar

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<td>Insertion Orders: 7/11/16; Materials: 7/15/16</td>
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<tr>
<td><strong>Special Distribution</strong></td>
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</tbody>
</table>
| **Featured Articles** | • What I Saw at DDW  
• Reader Survey on Employee Safety  
• Thinking of Buying...Floor-Based Fluid Waste Management Devices  
• A Guide to Whole Room Disinfection Systems  
• The Expanding Role of Percutaneous Abdominal Surgery  
• ASCRS Report: What’s New in Cataract Surgery  
• Safer Cutting and Sealing Technologies  
• New Tools for Fighting Biofilm  
• Best Practices in Immediate-Use Steam Sterilization  
• 5 Trends to Watch in Spine Surgery  
• The Compounding Disaster: What Happened  
• Could These Table Attachments Help You? | • Update on Low Temperature Sterilization  
• Technology for Smoother, Faster Colonoscopy  
• Help Your General Surgeons See Better  
• Technology to Prevent Retained Objects  
• Can You Pass This EMR Quiz?  
• Terminal Cleaning: Are You Doing it Properly?  
• Tools for Reprocessing Lumened Instruments  
• Reader Survey on Cataract Surgery  
• New Technology for Treating GERD  
• Thinking of Buying...Patient Warming Devices  
• Your New Options in Surgical Gowns  
• The Vaginal Mesh Disaster: What Happened? | • 8th Annual OR Excellence Awards  
• Patient Safety  
• Pain Control  
• Patient Satisfaction  
• SSI Prevention  
• Environmental Stewardship  
• Financial Management  
• Cost-Justifying a Video Laryngoscope  
• 5 Trends to Watch in Abdominal Surgery Technology  
• Reader Survey on High-Level Disinfection  
• Thinking of Buying...Anesthesia Machines  
• Do You Need 4K Video?  
• Have You Considered Patient-Specific Total Joints?  
• Products for Safer Cataract Surgery  
• Light, Bright Headlights Surgeons Can’t Wait to Wear |
| **Special Issues** | **Manager’s Guide To Anesthesia** | **Manager’s Guide To Orthopedic Surgery** | **ACS/ASA/ORX Product and Services Showcase** |
| **Ad Dates** | Insertion Orders: 5/30/16; Materials: 6/3/16 | Insertion Orders: 7/5/16; Materials: 7/8/16 | Insertion Orders: 8/1/16; Materials: 8/5/16 |
| **Special Distribution** | ORX/ACS/ASA/AORN/AAOS/ASCRS/ASCA | ORX/ASA/AORN/AAOS/ASCA | |
| **Featured Articles** | • Update on Pain Pumps  
• Cost-Justifying Difficult Airway Tools  
• Patient Warming for Pain and Infection Prevention  
• Update on Drugs for Reducing Post-Op Pain  
• Technology for Safer, More Effective CNBs  
• Tools for Difficult IV Starts  
• Anesthesia Machines Your Providers Will Love  
• Understanding Your MH Treatment Options  
• Best Practices for PONV Prevention  
• Are You Getting the Most From Your Anesthesia Group? | • What’s New in Arthroscopy Fluid Management  
• Advances in Arthroscopy Visualization  
• Positioning Technology that Improves Outcomes and Saves Money  
• Is it Time for a Power Tool Update?  
• Safer, More Economical Tourniquets  
• Should You Add Robotic-Assisted Surgery?  
• Evidence-Based Multimodal Analgesia for Ortho Procedures  
• Advances in Outpatient Trauma Care  
• Update on DVT Prevention Technology  
• How We Succeeded at Outpatient Total Joints  
• Fluid Waste Management for Arthroscopy  
• What’s New in Rotator Cuff Repair  
• What’s New in Unicondylar Knee Procedures | **September Showcase**

**September Special!**
Buy an ad in our September Showcase and get one for half-price in our November Showcase!
### Insertion Orders

**OCTOBER**
- Insertion Orders: 9/12/16; Materials: 9/16/16

**NOVEMBER**
- Insertion Orders: 10/10/16; Materials: 10/14/16

**DECEMBER**
- Insertion Orders: 11/7/16; Materials: 11/11/16

### ASA

- The Future of Anesthesia
- A Better Way to Manage Total Shoulder Post-Op Pain
- The Economics of Disposable Instruments
- A Guide to Surface Disinfection Products
- What's New in Therapeutic Ophthalmic Lasers
- What's New in Sinus Surgery
- Thinking of Buying...Surgical Lights
- Technology to Speed Up Your Reprocessing Department
- The New “Smart” Tourniquets—What You Need to Know
- Understanding Video Integration
- Reader Survey on Difficult Airways
- Same-Day Bilateral Cataract Surgery: Is It in Your Future?
- 5 Trends to Watch in GI Technology
- Let's Improve First-Stick Success
- Reader Survey on Patient Prepping
- Improving Your Arthroscopy Visualization
- Secrets to Success with CNBs
- The Future of Ophthalmic Surgery
- How to Conduct a Glove Trial
- The Future of Chronic Pain Management
- Thinking of Buying...Automated Endoscope Reprocessors
- Do You Need Vendor Credentialing?
- 10 Creative Ways to Improve Hand Hygiene Compliance
- 10 Ways to Bind Surgeons to Your Facility
- Whole-Room Disinfection Helped Reduce Our SSI Rate
- ASA Report: What’s New in Anesthesia
- What’s New in Employee Safety Technology
- Thinking of Buying Video Monitors
- How We Improved Our Instrument Cleaning Process
- How to Handle Patients Who Want to Negotiate Price
- The Science of Biologic Hernia Mesh
- The Future of Spine Surgery
- Does it Make Sense to do LASIK?
- How Does Pre-Warming Affect Patient Satisfaction?
- Reader Survey on EMRs
- What Does Our ACO Future Look Like?
- Update on Bariatric Care
- 10 Ways to Cut OR Turnover Time
- What’s New in Arthroscopy Pumps
- Toward a Narcotic-Free Surgical Service

### Manager’s Guide to Staff and Patient Safety

- Lessons Learned from Real-Life Hypothermia Cases
- Can You Pass This Surgical Site Marking Quiz?
- How Could These Sharps Injuries Have Been Prevented?
- Products That Prevent Patient Positioning Mishaps
- How We Improved Medication Labeling and Security
- How to Make Your OR Floor Dry, Safe and Tripless
- Update on Radiation Safety
- The 10 Commandments of Electrosurgery Safety
- Achieving No Objects Left Behind
- Is Your MH Response Up to Speed?
- Products That Make Time-Outs Easier and Better
- The Disputable Case for Smoke Evacuation
- Tools and Techniques for Safe Patient Handling

### November Product and Services Showcase

- Insertion Orders: 9/5/16; Materials: 9/9/16

- Insertion Orders: 10/3/16; Materials: 10/7/16

- Insertion Orders: 11/7/16; Materials: 11/11/16

### November Showcase

**More than 28 great products to help you run your facility better!**

**November Showcase**

- MARIA MANZARE, RN, BSN / TAMMY MATHews
  - Heritage One Day Surgery, North Syracuse, New York
  - “Great magazine - our favorite! We love your Manager’s Guides too. We read them cover to cover.”
2016 AD PREPARATION GUIDELINES

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- Quark 2015 (or Quark 11) files must include all supporting materials, including Type-1/Postscript fonts and all images used to build the document.
- InDesign CS6 files must include all supporting materials, including Type-1/Postscript fonts and all images used to build the document.
- Illustrator CS6 EPS files. Convert all type to outlines and embed all (300 dpi CMYK/grayscale) images.
- Photoshop CS6 300 dpi (flattened) TIF and/or EPS files.

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Ethan Anderson, Art Director
Outpatient Surgery Magazine
255 Great Valley Parkway - Suite 100
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Ad/Trim Size .........................8” x 10.875”
Bleed — include .125” on all sides
Safety — .375” for all live matter

2/3 Vertical
Bleed .................5.25” x 11.125”*
Non-Bleed ...............4.5” x 10”

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Bleed ....................4.125” x 11.125”*
Non-Bleed .....................3.375” x 10”

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Bleed ....................8.25” x 5.5625”*
Non-Bleed .....................7” x 4.875”

1/2 Island
Non-Bleed .....................4.5” x 4.875”

1/3 Vertical
Bleed ....................2.875” x 11.125”*
Non-Bleed .....................2.25” x 10”

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Non-Bleed .....................4.5” x 4.875”

1/6 Column
Non-Bleed .....................2.25” x 4.875”

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