



2008 editorial calendar

The Chicago Dental Society publishes its member magazine, CDS Review, seven times a year. Below is the proposed 2008 editorial schedule for feature articles.

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All ads must be sent in digital format. Ads sent as film or camera-ready artwork will be subject to a 10% surcharge. CDS prefers that advertisements be sent as high-res PDF files, but also accepts files created using QuarkXPress, Adobe Illustrator, Adobe Photoshop and Adobe InDesign 2.0 or later.

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ISSUE	FEATURE ARTICLE TOPICS	INSERTION DEADLINE	ARTWORK DEADLINE
JANUARY/FEBRUARY Mails January 15 <i>*Bonus circulation: 11,000</i>	<ul style="list-style-type: none"> • 2008 Midwinter Meeting preview • Recap of officers installation and introduction to 2008 CDS officers • Our legal advice column, It's the Law, returns • Branch News: Member news section 	December 3, 2007	December 15, 2007
MARCH/APRIL Mails March 24 <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • 2008 Midwinter Meeting recap • Children's Dental Health Month • Give Kids a Smile Day • CDS mentorship program 	January 18, 2008	January 28, 2008
MAY/JUNE Mails May 15 <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • Universal healthcare: Dentistry's role in the conversation • Local clinics: How the budget cuts have affected them • Branch News: Member news section 	April 4, 2008	April 15, 2008
JULY/AUGUST Mails July 15 <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • Emerging technologies • Small business census • 2008-2009 CDS meetings guide 	June 2, 2008	June 16, 2008
SEPTEMBER/OCTOBER Mails September 15 <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • Paperless recordkeeping and dental office technology • 2008-2009 CDS officers and committees guide • CDS Family Picnic recap • Branch News: Member news section 	August 1, 2008	August 15, 2008
NOVEMBER Mails November 1 <i>*Bonus circulation: 13,000</i>	<ul style="list-style-type: none"> • Preliminary Program: The complete guide to the 2008 Midwinter Meeting 	September 5, 2008	September 15, 2008
DECEMBER Mails December 1 <i>Circulation: 8,000</i>	<ul style="list-style-type: none"> • Good phone manners • American Dental Association and Illinois State Dental Society meetings • Branch News: Member news section 	October 15, 2008	October 31, 2008