

# 2009 asj calendar

	Closing Date	Publishing Date	Primary Topics	Special Focus	Special Sections / Ad Opportunities	Special Supplements	Bonus Distribution
January	19 Nov	26 Dec	Planning for success in 2009 Compliance/regulation	Health market/dental Annuities Benefits	Compliance Handbook		NAILBA Executive Forum
February	15 Dec	28 Jan	Variable and index products The boomer market Charitable giving	Life settlements LTCI Life insurance Disability	Variable and Index Product Selling Guide		NAVA Marketing Conference NUCO LSS
March	26 Jan	25 Feb	Life settlements The senior market	Health market/HSA's Annuities Benefits	Life Settlement Market Study Guide to Life Settlements Producer's Guide to the Senior Market		Benefits Selling Expo
April	23 Feb	25 Mar	Annuities Critical illness insurance Selling to Generation Y	Life settlements LTCI Life insurance Disability	Annuity Market Study Annuity Sales Guide	Producer's Guide to Disability Insurance Awareness Month	NAFA AALU LISA spring conference LTCI
May	23 Mar	22 Apr	Retirement income planning Impaired risk Marketing Disability Awareness month	Health market/ individual Annuities Benefits	Producer's Marketing Kit		Agency Management Institute MDRT NAILBA Agency Management Institute
June	27 Apr	28 May	Health insurance Health savings accounts	Life settlements LTCI Life insurance Disability	Health Insurance Market Study Health Insurance Selling Guide		NAHU
July	22 May	24 June	Life insurance Premium financing Combo products (life/LTCI, annuity/LTCI)	Health market/CI Annuities Benefits	Life Insurance Market Study Life Insurance Sales Guide	Producer's Guide to Life Insurance Awareness Month	
August	29 June	29 July	Benefits market Mentoring Medicare Advantage	Life settlements LTCI Life insurance Disability	Benefits Market Study Benefits Market Selling Guide	Producer's Guide to Long-Term Care Awareness Month	Senior Market Advisor Expo NAIFA
September	27 July	26 Aug	Long term care insurance Disability Life Insurance Awareness Month	Health market/worksite Annuities Benefits	LTCI Market Study LTCI Selling Guide Disability Selling Guide		FPA annual meeting LSFE sales mastery forum – life insurance
October	21 Aug	23 Sept	Estate planning (using life settlements, annuities, and life insurance) Diversity marketing Product riders (annuities, LTCI, etc.)	Life settlements LTCI Life insurance Disability	Producer's Guide to Estate Planning		AALTCI annual conference LISA fall conference Society of Financial Services Professionals forum Society of Actuaries annual meeting
November	28 Sept	28 Oct	Working with a marketing organization New and untapped markets LTC Awareness Month	Health market/dental Annuities Benefits	Brokerage Study Guide to Partnering with a Marketing Organization		
December	21 Oct	23 Nov	Technology Prospecting	Life settlements LTCI Life insurance Disability	5th Annual Technology Directory Producer's Guide to Prospecting		