

Read and advertise in every issue of *OTC Perspectives*. Each bi-annual issue includes:

- An array of articles delivering knowledge and best practices from OTC thought-leaders
- Regular columnists Bob Ehrlich (Book Reviews) and Jim Davidson (Eye on the Hill)
- OTC Spending Review: Statistics and analysis based on trend data from The Nielsen Company
- OTC in Brief: Keeping you abreast of the implications behind industry news
- Industry Forum: Hear what industry insiders have to say about the latest topics

Issue	Editorial Features	Special Sections	Bonus Distribution	Insertion Closing	Materials Due
Spring 2011	Brand Champions In a Digital World Optimizing Marketing Efforts to Increase ROI	*NEW* Industry Forum	OTC National Conference May 10-11, 2011 <i>Sheraton Atlantic City Convention Center Hotel Atlantic City, NJ</i>	Apr. 2, 2011	Apr. 9, 2011
Fall 2011	Campaign Critique (Top ads of 2010) Outlook for 2011	OTC National Conference Report: Top Marketers of the Year OTC Ad Awards	MDPA Conference October 2011 DTC Perspectives' Fall Conference November 2011	Sept. 2, 2011	Sept. 9, 2011