



2010 EDITORIAL CALENDAR

DIGITAL CONTENT SCHEDULE	DIGITAL CONTENT	PRINT ISSUE SCHEDULE	"FOR YOUR FIRM" PRODUCT REVIEWS	"FOR YOUR CLIENTS" PRODUCT REVIEWS	FEATURE ARTICLES & SPECIAL MARKETING SECTIONS	BONUS DISTRIBUTION
JANUARY 2010 • E-newsletter Material Deadline: Jan. 15 • E-mail Date: Jan. 22	<ul style="list-style-type: none"> Wellness Series Series Webcast: Client Accounting Online Regular Podcast Series 	<h1>BUSY SEASON</h1>				
FEBRUARY 2010 • E-newsletter Material Deadline: Feb. 12 • E-mail Date: Feb. 19	<ul style="list-style-type: none"> Wellness Series Regular Podcast Series 					
MARCH 2010 • E-newsletter Material Deadline: March 5 • E-mail Date: March 12	<ul style="list-style-type: none"> Wellness Series Regular Podcast Series 					
APRIL 2010 • E-newsletter Material Deadline: April 9 • E-mail Date: April 16	<ul style="list-style-type: none"> Specialty Prof. Websites Series Webcast: Portals Regular Podcast Series 	APRIL/MAY Ad Space Deadline: March 16 Materials Due: March 24 Mail Date: April 16	<ul style="list-style-type: none"> Tax Compliance Suites 	<ul style="list-style-type: none"> Small Business Accounting: Part I 	<ul style="list-style-type: none"> Portals Windows 7 Disaster Recovery & Business Continuity Planning 	<ul style="list-style-type: none"> 16th Annual New Jersey Accounting Business & Technology Show 2010 Accounting Technology New York Show AICPA's Practitioner's Symposium 2010 Midwest Accounting & Finance Showcase
MAY 2010 • E-newsletter Material Deadline: May 21 • E-mail Date: May 28	<ul style="list-style-type: none"> Web 2.0 & SaaS Regular Podcast Series 					
JUNE 2010 • E-newsletter Material Deadline: June 18 • E-mail Date: June 25	<ul style="list-style-type: none"> Who's Who Podcasts Regular Podcast Series 	JUNE Ad Space Deadline: April 23 Materials Due: April 30 Mail Date: May 27	<ul style="list-style-type: none"> Document Management I 	<ul style="list-style-type: none"> Small Business Accounting Part II: (SaaS) 	<ul style="list-style-type: none"> Who's Who Small Business Specialty Products Workflow 	<ul style="list-style-type: none"> AICPA's Practitioner's Symposium 2010 Midwest Accounting & Finance Showcase 26th Annual California Accounting & Business Show NSA 65th Annual Convention FICPA 25th Annual Accounting Show 2010 Accounting Software Consulting Conference
JULY 2010 • E-newsletter Material Deadline: July 23 • E-mail Date: July 30	<ul style="list-style-type: none"> Series Webcast: Working in a SaaS World Regular Podcast Series 	JULY Ad Space Deadline: May 28 Materials Due: June 4 Mail Date: June 28	<ul style="list-style-type: none"> Engagement/Trial Balance Document Management II 	<ul style="list-style-type: none"> Construction 	<ul style="list-style-type: none"> 7th Annual Innovation Awards Tax Document Automation Virtualization 	<ul style="list-style-type: none"> 2010 Midwest Accounting & Finance Showcase
AUGUST 2010 • E-newsletter Material Deadline: Aug. 20 • E-mail Date: Aug. 27	<ul style="list-style-type: none"> Series Webcast: Workflow Regular Podcast Series 	AUGUST Ad Space Deadline: June 25 Materials Due: July 6 Mail Date: July 28	<ul style="list-style-type: none"> Practice Management Time & Billing 	<ul style="list-style-type: none"> Sales & Use Tax 	<ul style="list-style-type: none"> Annual Technology & Services Selection Guide Technology & Staffing 	<ul style="list-style-type: none"> 2010 Midwest Accounting & Finance Showcase
SEPTEMBER 2010 • E-newsletter Material Deadline: Sept. 23 • E-mail Date: Sept. 30	<ul style="list-style-type: none"> Website Builders Regular Podcast Series 	SEPTEMBER Ad Space Deadline: July 30 Materials Due: Aug. 6 Mail Date: Aug. 27	<ul style="list-style-type: none"> Payroll 	<ul style="list-style-type: none"> Retail/POS 	<ul style="list-style-type: none"> Specialized Hardware 	<ul style="list-style-type: none"> FICPA 25th Annual Accounting Show
OCTOBER 2010 • E-newsletter Material Deadline: Oct. 22 • E-mail Date: Oct. 29	<ul style="list-style-type: none"> 40 Under 40 eBook Regular Podcast Series 	OCTOBER Ad Space Deadline: Aug. 25 Materials Due: Sept. 1 Mail Date: Sept. 30	<ul style="list-style-type: none"> W-2/1099 Tax 	<ul style="list-style-type: none"> Property Management 	<ul style="list-style-type: none"> 5th Annual 40 Under 40 Marketing & Branding 	<ul style="list-style-type: none"> 2010 Accounting Software Consulting Conference
NOVEMBER 2010 • E-newsletter Material Deadline: Nov. 22 • E-mail Date: Nov. 29	<ul style="list-style-type: none"> Social Networking Regular Podcast Series 	NOVEMBER Ad Space Deadline: Sept. 27 Materials Due: Oct. 4 Mail Date: Oct. 27	<ul style="list-style-type: none"> Client Write-Up Tax Planning 	<ul style="list-style-type: none"> Not-for-Profit Accounting 	<ul style="list-style-type: none"> Accountant Network & Community Programs Awesome Add-ons Search Engine Optimization 	<ul style="list-style-type: none"> 2010 Accounting Software Consulting Conference CCH User Conference Thomson Reuters Users' Conference
DECEMBER 2010 • E-newsletter Material Deadline: Dec. 10 • E-mail Date: Dec. 17	<ul style="list-style-type: none"> 2011 Executive Predictions & Year in Review Podcasts Series Webcast: Technology for Small Businesses Regular Podcast Series 	DECEMBER Ad Space Deadline: Oct. 25 Materials Due: Nov. 1 Mail Date: Nov. 24	<ul style="list-style-type: none"> Fixed Assets Tax Research 	<ul style="list-style-type: none"> Paperless for Your Client 	<ul style="list-style-type: none"> Gadgets, Goodies & Gizmos 2011 Executive Predictions & Year in Review 5th Annual Readers' Choice Awards Client Accounting Online 	<ul style="list-style-type: none"> 17th Annual New Jersey Accounting Business & Technology Show 2011 Accounting Technology New York Show

• Regular podcast series include [Tech2Go](#), [DMA2Go](#), [SBC2Go](#)

Items on calendar subject to change.