

# 2010 Editorial Calendar

## Look What's Inside California CPA:

JAN/FEB	MARCH/APRIL	MAY	JUNE	JULY
<p><b>Theme: HR &amp; Compensation Update</b></p> <p><b>Take Stock</b> A look at the latest accounting for stock options and stock-based accounting developments.</p> <p><b>Third Annual Readex Research Ad Perception Survey</b> All advertisers in this issue will receive the results of what readers specifically think about their ad.</p> <p>plus: <b>California Tax</b></p> <p>Ad Space Close: <b>12/1/09</b> Materials Due: <b>12/7/09</b></p>	<p><b>Theme: Estate Planning</b></p> <p><b>Estate Planning</b> CalCPA Estate Planning Committee highlights key estate planning trends, rulings and law changes.</p> <p><b>Making Ends Meet</b> CFOs and public practitioners working with companies can benefit from alternative sources of loans and funding in a dried up financial market.</p> <p>plus: <b>Federal Tax</b></p> <p>Ad Space Close: <b>2/1/10</b> Materials Due: <b>2/5/10</b></p>	<p><b>Theme: Technology</b></p> <p><b>Small Biz, Big World</b> Global? Who's not. Our guide to IFRS and small businesses.</p> <p>plus: <b>Regulatory Update</b></p> <p>Ad Space Close: <b>4/1/10</b> Materials Due: <b>4/5/10</b></p> <p>plus: <b>Technology &amp; Business Resource Guide</b> Packed with techie articles, the TBRG also includes the 2010 California Accounting and Business Show Guide.</p> <p>Ad Space Close: <b>4/8/10</b> Materials Due: <b>4/12/10</b></p>	<p><b>Theme: Financial Planning</b></p> <p><b>A Child's Future</b> Our experts share tips on how CPAs can help clients financially provide for a child's future, from college to buying a first home.</p> <p><b>Madoff Aftereffects</b> A year after the Ponzi scheme heard round the globe, we look at how this event changed the regulatory environment and the resulting impact on CPAs.</p> <p>plus: <b>Federal Tax</b></p> <p>Ad Space Close: <b>5/3/10</b> Materials Due: <b>5/7/10</b></p>	<p><b>Theme: Technology</b></p> <p><b>Fab 50 Websites</b> Our annual review of 50 hot websites and internet resources for CPAs.</p> <p><b>Sustainability Steps</b> Today's sustainability movement focuses on people and performance, as well as the environment. Learn how far you need to go to claim the sustainable title.</p> <p>plus: <b>California Tax</b></p> <p>Ad Space Close: <b>6/1/10</b> Materials Due: <b>6/7/10</b></p>
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p><b>Theme: Estate Planning</b></p> <p><b>Moving Wealth</b> Learn how to advise your clients to move their money and successfully navigate the tax gauntlet.</p> <p><b>Significant SSARS Changes</b> Experts discuss the practical impact of SSARS changes, which take effect in December.</p> <p>plus: <b>Federal Tax</b></p> <p>Ad Space Close: <b>7/1/10</b> Materials Due: <b>7/5/10</b></p>	<p><b>Theme: Recruiting</b></p> <p><b>Competitive Recruiting</b> How can smaller firms compete with the Big Four when it comes to recruiting? Small firms speak out on what sets them apart.</p> <p><b>Tightening the Belt</b> We review the regs regarding layoffs, furloughs, downsizing, etc.—unfortunate necessities in tough times.</p> <p>plus: <b>California Tax</b></p> <p>Ad Space Close: <b>8/2/10</b> Materials Due: <b>8/5/10</b></p>	<p><b>Theme: Retention</b></p> <p><b>Company Culture</b> Cultural expectations—and clashes—are part of today's workplace. Can one company policy appease everyone? These examples might help you create a better policy and retain employees.</p> <p><b>What's Next?</b> Experts share their succession planning tips—a topic important to every business.</p> <p>plus: <b>Federal Tax</b></p> <p>Ad Space Close: <b>9/1/10</b> Materials Due: <b>9/6/10</b></p>	<p><b>Theme: Tax Season Preview</b></p> <p><b>Fast Tax Facts</b> This authoritative federal and California tax reference guide is prepared by California's top tax experts.</p> <p><b>Don't Fear IFRS</b> As the IFRS/GAAP marriage draws near—and because all business is global—it's time to jump in.</p> <p>plus: <b>California Tax</b></p> <p>Ad Space Close: <b>10/1/10</b> Materials Due: <b>10/5/10</b></p>	<p><b>Theme: Tax Update</b></p> <p><b>Tax Season Toolkit</b> We provide tips, tricks, software support and updates on new laws in this annual feature.</p> <p><b>Labor Law Update</b> Employers need to know what California has in store for 2011, and we're here to tell you.</p> <p>plus: <b>Federal Tax</b></p> <p>Ad Space Close: <b>11/1/10</b> Materials Due: <b>11/5/10</b></p>

Call Bobbi Petrov Today! (650) 802-2430 fax: (650) 802-2230  
bobbi.petrov@calcpa.org www.calcpa.org/advertise