

CalCPA Daily Clips

Join California's Brain Trust for Coffee

CalCPA *Daily Clips*—as essential as your morning cup of coffee. CalCPA *Daily Clips* delivers the day's critical business and professional news to more than 27,000 CPA subscribers.

Each weekday morning, CalCPA scours major media sources and emails members headlines and links to news and information that is vital to California businesses—the result is CalCPA *Daily Clips*. Our members love it and can't start their day without it.

CalCPA Daily Clips Advertising Rates

\$750 per day, business days only
\$1,800 for the entire business week
\$5,900 for one month

One sponsor allowed per day. Sponsor's ad will consist of a maximum 25 words, plus link. The ad will be set off with header and footer and will appear toward the top of the page.

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CalCPA Daily Clips
Monday, Sept. 19, 2011

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CalCPA NEWS
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CALIFORNIA
Yields fall on California's first general obligation bond offering of 2011
<http://blog.sfgate.com/pender/2011/09/16/yields-fall-on-californias-first-general-obligation-bond-offering-of-2011/>

Calif. has most 'underwater' mortgages
<http://lansner.ocregister.com/2011/09/16/calif-has-most-underwater-mortgages/122632/>

REGULATORY
Fed Runs Risk of Doing Less Than Expected
<http://www.nytimes.com/2011/09/19/business/fed-runs-risk-of-doing-less-than-expected.html>

Schapiro Protests Bill to Amend SEC's Rulemaking
http://www3.cfo.com/article/2011/9/regulation_schapiro-protests-bill-to-amend-secs-rulemaking

BUSINESS
Distressed Assets: Bargains or Burdens?
http://www3.cfo.com/article/2011/9/bankruptcy_distressed-assets-bargains-or-burdens

Effort on Home Loans Stalls
<http://online.wsj.com/article/SB10001424053111903374004576578860527754444.html>

PROFESSION
What Were the Auditors Thinking?
http://www3.cfo.com/article/2011/9/auditing_investors-accountants-debate-auditors-discussion-analysis-plan

More financial advisers follow clients into social media
<http://online.wsj.com/article/SB10001424053111903461304576524363546220074.html>

"I read CalCPA *Daily Clips* every day. If I don't see it in my in-box by 10 a.m., I start to wonder if I missed it or if it's running late."

Edward A. Melia, CPA/Attorney
CalCPA Member, Sacramento

CalCPA reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract. Agency and advertiser expressly warrant that they have the right to publish the advertising. Agency and advertiser shall indemnify publisher against all damages and related expenses (including legal fees) arising from the publication of the advertising.

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