

CPA PRACTICE ADVISOR 2012 EDITORIAL CALENDAR

	Reviews	Practice Management	Cloud/Hosted Strategies	Branding & Marketing Strategies	Mobile Strategies	Digital Strategies	Client Accounting Online	Small Business Advisor	Other Topics/ Guest Opinions
January	<ul style="list-style-type: none"> • Portals • Tax Document Automation 	<ul style="list-style-type: none"> • How to Put Business Intelligence & Dashboards to Work for You • Workflow Tips to Help You Take Control of Your Practice • Dealing Effectively with the IRS 	<ul style="list-style-type: none"> • What You Need to Know About SOC (Service Organization Controls) 	<ul style="list-style-type: none"> • Firm Website Do's & Don'ts 	<ul style="list-style-type: none"> • Tools & Apps to Help You Plan Your Business & Personal Travel • Monthly Micro Apps 	<ul style="list-style-type: none"> • The Paperless Office: Scanning/ Imaging Software & Hardware You Need to Know About 	<ul style="list-style-type: none"> • Removing Barriers through Client Collaboration 	<ul style="list-style-type: none"> • Helping Your Small Business Clients Shop for the Best Bank Products 	<ul style="list-style-type: none"> • Reader's Choice Awards • CPAPA's Top 25 Thought Leaders • Take CPAPA on Vacation
February Ad Close: 12/11/11 Materials Close: 12/26/11 Mail date: 01/23/12	<ul style="list-style-type: none"> • Document Storage • Workflow (product oriented) • Engagement & Trial Balance 	<ul style="list-style-type: none"> • Workflow Best Practices 	<ul style="list-style-type: none"> • Should I be taking my firm to the Cloud? 	<ul style="list-style-type: none"> • How to Market During Busy Season 	<ul style="list-style-type: none"> • How Tablets fit into a Firm's Mobile Strategy • Monthly Micro Apps 	<ul style="list-style-type: none"> • How Portals Help Your Paperless Strategy 	<ul style="list-style-type: none"> • What is Client Accounting Online? 	<ul style="list-style-type: none"> • Specialty Products for Your Small Business Clients • Personal Financial Services: How Tax & Accounting Professionals Can Help You Make the Most of Your Money 	<ul style="list-style-type: none"> • Work/Life Balance Series
March	<ul style="list-style-type: none"> • Construction • Backup: Online, Cloud, On-Premises 	<ul style="list-style-type: none"> • Backup Best Practices For Your Firm 	<ul style="list-style-type: none"> • The Advantages of Cloud-Based Backup 	<ul style="list-style-type: none"> • How to Make Social Networking Work for Your Firm 	<ul style="list-style-type: none"> • Tech Tools of the Mobile Professional • Monthly Micro Apps 	<ul style="list-style-type: none"> • Cloud vs. On-Premise: What works best for your paperless strategy? 		<ul style="list-style-type: none"> • Business Analytics: A Best Value Investment 	<ul style="list-style-type: none"> • Work/Life Balance Series
April	<ul style="list-style-type: none"> • Sales & Use Tax 	<ul style="list-style-type: none"> • What Type of Insurance Should a Firm Carry? 		<ul style="list-style-type: none"> • Why SEO Should Matter to Your Firm 	<ul style="list-style-type: none"> • Monthly Micro Apps 	<ul style="list-style-type: none"> • What You Need to Know About the Security of Your Paperless Files 	<ul style="list-style-type: none"> • Defining Your Client Accounting Strategy 	<ul style="list-style-type: none"> • Helping Your Small Business Clients with Merchant Services 	<ul style="list-style-type: none"> • Accountant Network & Community Programs: What They Can Do For You
May Ad Close: 03/14/12 Materials Close: 03/22/12 Mail date: 04/16/12	<ul style="list-style-type: none"> • SaaS Small Business Accounting • Tax Compliance - Advanced • Tax Compliance - Traditional • Document Management 	<ul style="list-style-type: none"> • A Look at What Hardware/Equipment to Buy After Busy Season • What Client Portals Can Do For Your Firm 	<ul style="list-style-type: none"> • Hosted Small Business Accounting Providers 	<ul style="list-style-type: none"> • Marketing & Branding: The Key to Growth 	<ul style="list-style-type: none"> • Monthly Micro Apps 	<ul style="list-style-type: none"> • How to Develop and Implement a Document Retention Policy for Your Firm 	<ul style="list-style-type: none"> • Tips & Tools for Effective Financial Statement Presentation 	<ul style="list-style-type: none"> • What You Need to Know to Help Your Small Business Clients Secure Funding 	<ul style="list-style-type: none"> • Work/Life Balance Series • Who's Who

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June	<ul style="list-style-type: none"> • Mobile Applications 	<ul style="list-style-type: none"> • Why Work/Life Balance Is Critical to the Health of Your Firm: Tech Tools that Can Help • A Look at Some of the Best Health & Wellness Programs in Firms Today 	<ul style="list-style-type: none"> • The Advantages of Cloud Storage Services 		<ul style="list-style-type: none"> • Remote Access/ Support Tools • Monthly Micro Apps 	<ul style="list-style-type: none"> • 5 Tips for Your Firm's Digital Strategy 		<ul style="list-style-type: none"> • Measuring the Past & Forecasting the Future: Tools to Help Your Small Business Clients with Budgeting & Forecasting 	
July Ad Close: 05/21/12 Materials Close: 05/30/12 Mail date: 06/22/12	<ul style="list-style-type: none"> • Small Business Accounting • Practice Management 	<ul style="list-style-type: none"> • How Payment Services Can Simplify Processes in Your Firm • Tips for Finding (& Retaining) the Right Talent 	<ul style="list-style-type: none"> • The Importance of Security & Privacy in the Cloud 	<ul style="list-style-type: none"> • What Professional Supplies Say About Your Firm 	<ul style="list-style-type: none"> • Monthly Micro Apps 		<ul style="list-style-type: none"> • Client Accounting Online: SaaS vs. Hosted 	<ul style="list-style-type: none"> • Key Hardware & Equipment for Small Businesses 	<ul style="list-style-type: none"> • 2012 Tax & Accounting Technology Innovation Awards • Technology & Services Guide
August	<ul style="list-style-type: none"> • Retail/POS 	<ul style="list-style-type: none"> • Effective Performance Reviews & Staff Discussions • What Outsourcing Tax Prep Looks Like Today 		<ul style="list-style-type: none"> • e-Marketing Providers & How You Can Use Them in Your Firm 	<ul style="list-style-type: none"> • What The World of Mobile Telephony Looks Like • Monthly Micro Apps 	<ul style="list-style-type: none"> • Establishing Standards for the Paperless Office 	<ul style="list-style-type: none"> • The Importance of Integration with Client Accounting Online 	<ul style="list-style-type: none"> • The Benefits of Outsourcing Bookkeeping Services to Tax & Accounting Firms 	
September Ad Close: 07/24/12 Materials Close: 08/01/12 Mail date: 08/24/12	<ul style="list-style-type: none"> • Time & Billing • Website Builders • Hosting Providers (non-rated) 	<ul style="list-style-type: none"> • In-Firm Employee/ Staff Management: The Human Capital Factor 	<ul style="list-style-type: none"> • How to Evaluate Hosted Providers 	<ul style="list-style-type: none"> • Firm Marketing/ Newsletter Tools: Why You Don't Have to Re-Invent the Wheel 	<ul style="list-style-type: none"> • How Today's Mobile Professionals Are Using Portals • Monthly Micro Apps 		<ul style="list-style-type: none"> • Client Accounting Online: Plug-ins for Your Shared Spaces 	<ul style="list-style-type: none"> • How to Help Your Small Business Clients with HR Management 	<ul style="list-style-type: none"> • 40 Under 40
October Ad Close: 08/21/12 Materials Close: 08/29/12 Mail date: 09/24/12	<ul style="list-style-type: none"> • Payroll • Tax Planning 	<ul style="list-style-type: none"> • Payroll Success Stories 	<ul style="list-style-type: none"> • How to Develop a Firm Hosted/SaaS Solution Strategy 	<ul style="list-style-type: none"> • Essentials of a Firm Marketing Strategy 	<ul style="list-style-type: none"> • How Email & Collaboration Platforms Are Helping Mobile Professionals • Monthly Micro Apps 	<ul style="list-style-type: none"> • Essential Tools for Your Firm's Digital Strategy 	<ul style="list-style-type: none"> • Helping Clients With a Paperless Strategy through Client Accounting Online 	<ul style="list-style-type: none"> • How Tax & Accounting Firms Can Help Small Businesses with Staffing 	<ul style="list-style-type: none"> • Women in Accounting
November Ad Close: 09/18/12 Materials Close: 09/26/12 Mail date: 10/22/12	<ul style="list-style-type: none"> • W-2/1099 Tax • Write-Up • Not-for-Profit 	<ul style="list-style-type: none"> • Finding the Right Business Model for Your Firm 	<ul style="list-style-type: none"> • Pros & Cons of Backing Up in the Cloud 		<ul style="list-style-type: none"> • How Mobile Tools Help with Work/Life Balance • Monthly Micro Apps 	<ul style="list-style-type: none"> • Workflow Tools for the Paperless Office 		<ul style="list-style-type: none"> • 2013 Awesome Add-Ons 	
December Ad Close: 10/16/12 Materials Close: 11/24/12 Mail date: 11/19/12	<ul style="list-style-type: none"> • Fixed Assets • Tax Research 	<ul style="list-style-type: none"> • Succession Planning: Building the Future of Your Firm 		<ul style="list-style-type: none"> • How CRM Factors Into Your Firm's Marketing Strategy 	<ul style="list-style-type: none"> • Monthly Micro Apps 	<ul style="list-style-type: none"> • Gadgets, Goodies & Gizmos: Professional Tech Gifts for the Holidays 	<ul style="list-style-type: none"> • How Client Accounting Online Fits into a Firm's Workflow 		<ul style="list-style-type: none"> • Executive Predictions & Year In Review