



California BANKER

The official publication of the California Bankers Association

2010 EDITORIAL CALENDAR

Editorially *California Banker* is comprised of the latest news and technology developments about the banking industry and how it affects California. The highlights for 2010 are as follows:

In every issue:

- Chairman's Message
- President's Message
- Federal Legal Notes Update
- Best-in-Category spotlight
- Political Action Committee Contributors
- CBA: Focus on community relations and people on the move

JANUARY - FEBRUARY

Education issue

Focus on CBA events, seminars, Webinars and schools; importance of providing education/training to employees

Space reservations: December 29

Ad copy due: January 5

MARCH - APRIL

Leadership issue

Focus on building a better team environment; board governance; and bank performance

Space reservations: February 26

Ad copy due: March 5

MAY - JUNE

Strategic Partners issue

Bonus Distribution at the Annual Convention – April 29-May 1

Focus on CBA Strategic Partners that provide leadership and innovative approaches to help members achieve results and exceed their goals

Space reservations: April 30

Ad copy due: May 7

JULY - AUGUST

Resource Guide special issue

Focus on such topics as security, leadership, human resources, marketing, customer relationships, compliance, lending, asset management and risk management; the special issue provides essential tools aimed at helping bankers become better informed and better prepared

Space reservations: June 25

Ad copy due: July 2

SEPTEMBER - OCTOBER

Regulatory Compliance issue

Bonus Distribution at the Regulatory Compliance Conference – October 4-6

Focus on strategies banks can use to manage regulatory and compliance risk; CBA's efforts to help with this effort

Space reservations: August 26

Ad copy due: September 2

NOVEMBER - DECEMBER

Looking Ahead issue

Focus on the challenges ahead in the banking industry at the state and federal levels

Space reservations: October 26

Ad copy due: November 2

Please refer to above editorial calendar for advertising space reservations. For additional advertising information, please contact Robb or Scott at 800-336-1120 or fax us at 913-261-7010.

For editorial considerations, please contact the CBA at 916-441-7377.