

Western Banking

2010 Editorial Calendar

| Issue | Focus | Event Coverage |
|--|---|--|
| January/February Ad Closing: December 11 Ad Material: December 18 | Funds Management: Deposit gathering strategies, rewards programs, other liquidity options | |
| March/April Ad Closing: February 11 Ad Material: February 18 | Risk Management: Credit risk, interest rate risk, liability risk, security risk | ABA National Conference for Community Bankers California Bankers Association Annual Convention |
| May/June Ad Closing: April 13 Ad Material: April 20 | Core Systems: What to look for, what's new | ICBA National Convention & Techworld Washington Bankers Association Bankers Convention Oregon Bankers Association 105th Anniversary Convention |
| July/August Ad Closing: June 11 Ad Material: June 18 | Mobile Banking: Latest trends and resources in banking on the go | 3-State Bankers Conference (Colorado, Montana, Wyoming) |
| September/October Ad Closing: August 12 Ad Material: August 19 | Compliance: CRA, BSA/AML, RESPA | |
| November/December Ad Closing: October 13 Ad Material: October 20 | Agriculture: Trends, lending, technology, hedging | |

In Each Issue:

Perspectives
 Consider This
 Innovations
 Upward Mobility
 Strategic Plans
 Regulatory Roundtable
 Trend Lines