

2010 EDITORIAL CALENDAR

Cover & Lead Feature	Other Features	Market Directories	Bonus Distribution	Ad Space Deadline & Materials Due
January				
RECRUITMENT AND TALENT MANAGEMENT	A&E, workers' comp	A&E, workers' comp		Ad Space: Dec. 10, 2009 Materials: Dec. 14, 2009
February				
SELLING PERSONAL LINES	Pollution, flood	Pollution		Ad Space: Jan. 8, 2010 Materials: Jan. 12, 2010
March				
HEALTHCARE REFORM AND EMPLOYEE BENEFITS	Boat and yacht	Boat and yacht	AMS Users Group and NAPSLO Mid-Year	Ad Space: Feb. 9, 2010 Materials: Feb. 12, 2010
April				
THE ENERGY MARKET	Public entity, golf course, Guide to Programs	Public entity, golf course	IIABA and Target Markets Mid-Year	Ad Space: Mar. 10, 2010 Materials: Mar. 12, 2010
May				
AGENCY E&O	D&O liability, EPLI	D&O liability, EPLI	AAMGA	Ad Space: Apr. 8, 2010 Materials: Apr. 12, 2010
June				
GROWING GREEN BUSINESS	Child care and social services	Child care and social services		Ad Space: May 7, 2010 Materials: May 11, 2010
July				
AGENCY TECHNOLOGY	Contractors	Contractors		Ad Space: Jun. 9, 2010 Materials: Jun. 11, 2010
August				
NATURAL DISASTERS AND CATASTROPHES	E&S/ specialty line	Miscellaneous E&O		Ad Space: Jul. 8, 2010 Materials: Jul. 12, 2010
September				
INSURER AND AGENT RELATIONSHIPS	Lawyers professional liability, agent E&O	Lawyers professional liability, agents E&O	NAPSLO and ASCnet	Ad Space: Aug. 10, 2010 Materials: Aug. 12, 2010
October				
CAPTIVES AND SELF INSURANCE	Truck, ocean marine, Guide to Programs	Truck, ocean marine	Target Markets Summit	Ad Space: Sep. 8, 2010 Materials: Sep. 10, 2010
November				
STATE OF M&A	Financial institutions	Financial institutions		Ad Space: Oct. 8, 2010 Materials: Oct. 11, 2010
December				
INSURANCE FRAUD	Restaurant and liquor liability	Restaurant and liquor liability		Ad Space: Nov. 9, 2010 Materials: Nov. 11, 2010
Review & Outlook				
REVIEW & OUTLOOK —featuring many new, fresh ideas designed to help <i>AA&B</i> readers start off the New year on the road to high production. Included will be several unique features to help ensure that the Review & Outlook issue has a long shelf life, increasing the long-term visibility of your products and services.				Ad Space: Nov. 9, 2010 Materials: Nov. 11, 2010

Editorial calendar subject to change