

# **INSURANCE** **ADVOCATE**

THE NEW YORK/TRI-STATE INSURANCE NEWS SOURCE

## **2010 PLANNING CALENDAR**

**2010 EDITORIAL PLANNING CALENDAR****JANUARY**

<b>ISSUE DATE*</b>	<b>AD CLOSE**</b>	<b>SPECIAL REPORTS</b>	<b>SUPPLEMENTS</b>	<b>BONUS DISTRIBUTION</b>
Jan. 11	December 28	Garden State Update		
Jan. 25	Jan. 12	Company Spotlight		PIA Metro Rap IIABNY's Capital Event

**FEBRUARY**

<b>ISSUE DATE*</b>	<b>AD CLOSE**</b>	<b>SPECIAL REPORTS</b>	<b>SUPPLEMENTS</b>	<b>BONUS DISTRIBUTION</b>
Feb 8	Jan 26	PIA Metro Rap Recap IIABNY's Capital Event Recap		
Feb 22	Feb 9	Is the Market Hard		

**MARCH**

<b>ISSUE DATE</b>	<b>AD CLOSE</b>	<b>SPECIAL REPORTS</b>	<b>SUPPLEMENTS</b>	<b>BONUS DISTRIBUTION</b>
March 8	Feb 23	IME's in Focus		
March 22	March 9			

**APRIL**

<b>ISSUE DATE*</b>	<b>AD CLOSE**</b>	<b>SPECIAL REPORTS</b>	<b>SUPPLEMENTS</b>	<b>BONUS DISTRIBUTION</b>
April 5	March 23	NY Insurance Exchange		
April 19	April 6			PIA Long Island RAP Buffalo I-Day

**MAY**

<b>ISSUE DATE*</b>	<b>AD CLOSE**</b>	<b>SPECIAL REPORTS</b>	<b>SUPPLEMENTS</b>	<b>BONUS DISTRIBUTION</b>
May 10	April 30	PIA Long Island Rap Recap		
May 24	May 14	Buffalo I-Day		PIA NY-NJ Joint Conference

**JUNE**

<b>ISSUE DATE*</b>	<b>AD CLOSE**</b>	<b>SPECIAL REPORTS</b>	<b>SUPPLEMENTS</b>	<b>BONUS DISTRIBUTION</b>
June 7	May 28	PIA NY/NJ Conference		
June 21	June 11			

**JULY**

<b>ISSUE DATE*</b>	<b>AD CLOSE**</b>	<b>SPECIAL REPORTS</b>	<b>SUPPLEMENTS</b>	<b>BONUS DISTRIBUTION</b>
July 26	July 16	Company Spotlight		

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## AUGUST

ISSUE DATE*	AD CLOSE**	SPECIAL REPORTS	SUPPLEMENTS	BONUS DISTRIBUTION
August 16	August 2	Insurance Dep. Recap		

## SEPTEMBER

ISSUE DATE*	AD CLOSE**	SPECIAL REPORTS	SUPPLEMENTS	BONUS DISTRIBUTION
Sept 6	Aug. 27	CIBNY Annual Meeting		
Sept 20	Sept 10	New Laws/Agents & Brokers		

## OCTOBER

ISSUE DATE*	AD CLOSE**	SPECIAL REPORTS	SUPPLEMENTS	BONUS DISTRIBUTION
Oct 11	Sept 28	Insurance Law		Syracuse I-Day PCI Annual Meeting
Oct 25	Oct 12	Syracuse I-Day Wrap up		

## NOVEMBER

ISSUE DATE*	AD CLOSE**	SPECIAL REPORTS	SUPPLEMENTS	BONUS DISTRIBUTION
Nov 8	Oct. 28			
Nov 22	Nov 12	IFNY Award Luncheon		

## DECEMBER

ISSUE DATE*	AD CLOSE**	SPECIAL REPORTS	SUPPLEMENTS	BONUS DISTRIBUTION
Dec 7	Nov. 29	Year-end Wrap Up Combined Issue		

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