

## 2016 Editorial Calendar

| ISSUE DATE | AD CLOSE | MATERIALS DUE | MAIN THEME/FOCUS REPORT              | SPECIAL OPPORTUNITIES/BONUS DISTRIBUTION   |
|------------|----------|---------------|--------------------------------------|--|
| 1/13/16    | 12/23/15 | 12/30/15      | Year-in-Preview                      |  |
| 1/27/16    | 1/6/16   | 1/13/16       | Mobile Banking                       |  |
| 2/3/16     | 1/13/16  | 1/20/16       | Auto Lending                         | Baxter Ad Effectiveness Study  |
| 2/10/16    | 1/20/16  | 1/27/16       | Cybersecurity                        |  |
| 2/24/16    | 2/3/16   | 2/10/16       | Regulation and Compliance            | CUNA GAC Washington Feb. 21-25   |
| 3/2/16     | 2/10/16  | 2/17/16       | Noninterest Income                   |  |
| 3/9/16     | 2/17/16  | 2/24/16       | Succession Planning                  | CUES Execu/Summit Jackson Hole, WY March 6-11; NAFCU Strategic Growth Conference, San Diego, March 8-10  |
| 3/16/16    | 2/24/16  | 3/2/16        | Core Processing                      |  |
| 3/23/16    | 3/2/16   | 3/9/16        | Marketing & Business Development     | CUNA Marketing & Business Development Council Conference, Anaheim, CA, March 20-23   |
| 3/30/16    | 3/9/16   | 3/16/16       | Mergers                              |  |
| 4/6/16     | 3/16/16  | 3/23/16       | CUSOs                                | NACUSO Conference, Las Vegas, April 4-7; Cornerstone League Annual Meeting, Oklahoma City, April 5-7   |
| 4/13/16    | 3/23/16  | 3/30/16       | Mobile Banking                       | CUNA HR Council Conference, Orlando, April 10-13; NAFCU CEOs & Sr. Executives Conference, San Francisco, April 12-14                                     |
| 4/20/16    | 3/30/16  | 4/6/16        | Payments                             | NACHA Payments 2016, Phoenix April 17-20; CSCU Solutions, Orlando, April 20-23; CU Mergers & Acquisitions Conference, San Antonio, April 18-21           |
| 4/27/16    | 4/6/16   | 4/13/16       | Social Media                         |  |
| 5/4/16     | 4/13/16  | 4/20/16       | Retail Delivery/Frontline Technology | THiNK16, San Diego (Coronado) May 3-6  |
| 5/11/16    | 4/20/16  | 4/27/16       | Innovation                           | Finovate Spring 2016, San Jose, May 10-11  |
| 5/18/16    | 4/27/16  | 5/4/16        | CFO Sharper Pencil                   | CUNA CFO Council Conference, Anaheim, CA May 15-18 CU Direct Drive 16, San Diego, May 17-18; CU Directors and Sr Mgmt Conference, New Orleans, May 19-22 |
| 6/1/16     | 5/11/16  | 5/18/16       | Fraud                                | CU InfoSecurity Conference, New Orleans, Dates TBD   |
| 6/8/16     | 5/18/16  | 5/25/16       | Mortgages                            |  |
| 6/15/16    | 5/25/16  | 6/1/16        | Cybersecurity                        | NAFCU Annual Conference, Nashville, June 14-17; LSCU Annual Conference, June 15-17, Orlando, FL  |
| 6/29/16    | 6/8/16   | 6/15/16       | Consumer Lending                     | CUNA America's Credit Union Conference, Seattle, June 26-29  |
| 7/6/16     | 6/15/16  | 6/22/16       | Governance/Volunteers                |  |
| 7/13/16    | 6/22/16  | 6/29/16       | Auto Lending                         |  |

## 2016 Editorial Calendar (cont.)

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|------------|----------|---------------|---------------------------------------|--|
| 7/20/16    | 6/29/16  | 7/6/16        | Gen X                                 |  |
| 7/27/16    | 7/6/16   | 7/13/16       | Strategic Planning                    |  |
| 8/3/16     | 7/13/16  | 7/20/16       | Internal Fraud                        | CU Directors & CEOs Leadership Convention, Las Vegas, TBD  |
| 8/17/16    | 7/27/16  | 8/3/16        | Human Resources/Benefits              |  |
| 8/24/16    | 8/3/16   | 8/10/16       | Payments Technology                   |  |
| 8/31/16    | 8/10/16  | 8/17/16       | Revenue Generation                    |  |
| 9/7/16     | 8/17/16  | 8/24/16       | Social Media                          |  |
| 9/14/16    | 8/24/16  | 8/31/16       | Emerging Markets                      | National Federation of Community Development Credit Unions, Location/Date TBD  |
| 9/21/16    | 8/31/16  | 9/7/16        | Regulation and Compliance             | NAFCU Congressional Caucus, Washington, Sept. 18-21; ACUMA Annual Conference, Location/Date TBD  |
| 9/28/16    | 9/7/16   | 9/14/16       | Operations                            | CUNA Operations, Sales & Service Council Conference, Location/Date TBD   |
| 10/5/16    | 9/14/16  | 9/21/16       | Technology                            | CUNA Technology Council Conference, Location/Date TBD; BAI Retail Delivery Conference, Chicago, Oct. 5-7   |
| 10/12/16   | 9/21/16  | 9/28/16       | Women to Watch                        |  |
| 10/19/16   | 9/28/16  | 10/5/16       | Mergers                               | Baxter Ad Effectiveness Study  |
| 10/26/16   | 10/5/16  | 10/12/16      | Mobile Payments Technology            | Money20/20, Las Vegas, October 23-27   |
| 11/2/16    | 10/12/16 | 10/19/16      | Trailblazers 40 Below                 | CUNA Lending Council Conference, Location/Date TBD California/Nevada Credit Union League Annual Meeting, Location/Date TBD, 2017 Marketplace Directory |
| 11/9/16    | 10/19/16 | 10/26/16      | Cybersecurity                         |  |
| 11/16/16   | 10/26/16 | 11/2/16       | 2016 Election Analysis                |  |
| 11/30/16   | 11/9/16  | 11/16/16      | Revenue Generation                    |  |
| 12/7/16    | 11/16/16 | 11/23/16      | Charitable Giving/Community Relations |  |
| 12/14/16   | 11/23/16 | 11/30/16      | Extra Special Times Year in Review    |  |