

## Be on the lookout for NPW advertisements in these leading outlets!

### Television Ads

1. NBC: will air around “Today Show;” 9-10 a.m., September 6-10
2. MSNBC: will air around “Hardball with Chris Matthews;” 5-6 p.m., 7-8 p.m.; September 6-10

### Print Publications

1. *US News & World Report*; September
2. *The New York Times Magazine*; September 5
3. *Smart Money*; September
4. *Human Resource Executive\**; August
5. *Journal of Accountancy\**; July, August/September
6. *EmployersWeb.com\**; Summer, September

\* NPW 2010 Media Partners

### Online Ads

1. Microsoft Advertising Campaign, text and banner ads will appear on the following websites: CNBC Finance, MSN Business, Fox Sports, MSN Lifestyle, and Windows Live Messenger; September 3-10
2. Google Advertising Campaign, text and banner ads will appear on the following websites: cnn.com, nytimes.com, salon.com, youtube.com, wsj.com, myspace.com, blogspot.com, washingtonpost.com, usnews.com, and marketwatch.com; August 30-September 10

### Radio Sponsorship

National Public Radio: will air around “Marketplace;” times vary by market; September 7-9

