

# Upsize

Minnesota

## 2010 EDITORIAL CALENDAR

PRINT  
EDITION

### FEBRUARY • MARCH

**BANKING** — Certain business activities require financing packages that are more sophisticated than a typical loan or line of credit. Bankers and their small-business customers share the smartest ways to fund franchising, exporting, inventory and more.

**EMPLOYEE BENEFITS** — *Business Builder Emphasis* (how-to articles written by local experts)

**HUMAN RESOURCES** — *Business Builder Emphasis*

**TECHNOLOGY** — *Business Builder Emphasis*

### 1Q UPSIZE ONLINE: PROTECTING INTELLECTUAL PROPERTY

This HOW-TO GUIDE will show that intellectual property is not only for biotech or med-tech firms seeking patents. What every business needs to know about protecting trademarks, service marks, business processes, copyright and more to increase value. **PLUS an INTERACTIVE INDEX to articles written by local lawyers — so subscribers can click and read the best of Upsize legal advice.**

PRINT  
EDITION

### APRIL • MAY — SPECIAL DOUBLE ISSUE

**THE UPSIZE BUSINESS BUILDER EDITION** — *Upsize* presents its 9th annual big book packed with how-to advice, featuring:

**How-to articles** written by local experts on every topic important to the owners of growing companies: ACCOUNTING/TAXES, BANKING/FINANCE, COMMERCIAL REAL ESTATE, EMPLOYEE BENEFITS, HUMAN RESOURCES, INSURANCE, LAW, OPERATIONS, SALES/MARKETING, TECHNOLOGY, TELECOM and much more.

**Case studies** detailing how business owners tackle their biggest challenges, such as building revenue, improving operations, rolling out new products and managing employees.

**Business Builder profiles** identify Upsize sponsors that serve the local small-business community, describing the services they provide and the people who provide them.

### 2Q UPSIZE ONLINE: THE BUSINESS BUILDER EDITION

The online version of this must-save resource is packed with how-to articles on topics that challenge small-business owners. The UPSIZE ONLINE BUSINESS BUILDER will be interactive, offering readers the ability to click on links to related resources and to visit the websites of expert authors, advertisers, sponsors and others that can help.

PRINT  
EDITION

### JUNE • JULY

**BUSINESS LAW** — It's not just gadgets or products that can be protected by patent law. Many companies have business processes, trade secrets, and more that they can protect to gain a competitive edge. Here's how.

**ACCOUNTING & TAXES** — *Business Builder Emphasis*

**BANKING & FINANCE** — *Business Builder Emphasis*

**COMMERCIAL REAL ESTATE** — *Business Builder Emphasis*



# UPSIZING 2010 EDITORIAL CALENDAR

PRINT  
EDITION

## AUGUST • SEPTEMBER

**TECH BUYER'S GUIDE** — Business owners in the market for a phone system may be surprised by the newest choices, which can allow more functions for less cost. The same goes for many types of technology. This annual guide helps owners make the right purchasing decisions.

**EMPLOYEE BENEFITS** — *Business Builder Emphasis* (how-to articles written by local experts)

**HUMAN RESOURCES** — *Business Builder Emphasis*

**PERSONAL FINANCE** — *Business Builder Emphasis*

## 3Q UPSIZE ONLINE: MANAGING A TURNAROUND

This HOW-TO GUIDE will help owners face the challenge of turning distressed companies around and introduce them to local experts who can serve as trusted resources. The guide will include interview excerpts with business owners and succinct tips from experts who have helped their business clients through all aspects of their existential dilemma.

PRINT  
EDITION

## OCTOBER • NOVEMBER — SPECIAL DOUBLE ISSUE

**THE UPSIZE TOOLKIT EDITION** — *Upsize* presents the 7th annual must-save resource, packed with smart tactics for building businesses and help from local service providers ready to serve, including:

**Toolkits** — a collection of how-to articles, advice and contact information to local service providers and resources in sectors crucial to running a growing business, such as ACCOUNTING and OPERATIONS, BANKING and FINANCE, HUMAN RESOURCES, LAW, PUBLIC RELATIONS, COMMERCIAL REAL ESTATE, TELECOM, TECHNOLOGY, WEALTH MANAGEMENT, and more.

**Article Index** — summarizing the content and authorship of expert-contributed articles published in *Upsize* in recent years. The index will help business owners find what they need from the complete interactive version published online in the digital edition.

## 4Q UPSIZE ONLINE: THE TOOLKIT EDITION

The online version of this must-save resource offers advice from seasoned experts on virtually every topic that challenges small-business owners, with direct access to people and companies that can help. **The INTERACTIVE INDEX to more than 350 articles written by local experts enables subscribers to click and read the best of Upsize business advice.**

PRINT  
EDITION

## DECEMBER • JANUARY

**UPSIZING BUSINESS BUILDER AWARDS** — Reporting the best practices from finalists and industry experts in a number of operational areas; and lessons learned from the **Upsize Business Builder of the Year**.

**BANKING & FINANCE** — *Business Builder Emphasis*

**COMMERCIAL REAL ESTATE** — *Business Builder Emphasis*

**TECHNOLOGY** — *Business Builder Emphasis*

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