

## 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 7-11
2. MSNBC: will air around "Hardball with Chris Matthews;" 5-6 p.m., 7-8 p.m.; September 7-11

### Print Publications

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

\* NPW 2009 Media Partners

### Online Ads

1. 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 28-September 11.

### Radio Sponsorship

1. National Public Radio: will air around "Marketplace;" times vary by market; September 8-10

The graphic features the text "Your Paycheck. Accurate. On Time." in large, bold letters. Below this, it states "AMERICA WORKS BECAUSE WE'RE WORKING FOR AMERICA" and provides information about payroll professionals. It also lists sponsors for National Payroll Week, including ADP, Kronos, Paychex, and others.

Time Accurate  
Your Paycheck.  
**Accurate.**  
**On Time.**

AMERICA WORKS BECAUSE WE'RE WORKING FOR AMERICA™—  
Payroll professionals work hard for our benefit. In addition to making sure you get paid, payroll professionals collect and deposit \$1.8 trillion dollars each year to the U.S. Treasury. That's two-thirds of our country's operating budget, money that pays for schools, roads, parks, and the American way of life.

Say thank you to the payroll professional at your company during National Payroll Week.

**NATIONAL PAYROLL WEEK 2009** Payroll Professionals. Paying America. One Paycheck at a Time. **National Payroll Week, September 7-11, 2009.** **APA**

Diamond Sponsor: **ADP**  
Platinum Sponsors: **KRONOS**, **PSYCHEX**  
Media Partners: **EMPLOYERS**, **EXCLUSIVE**  
Gold Sponsors: **ASSOCIATION**, **AMERICAN**, **WORLD**

Take the "Getting Paid In America" survey online at [www.nationalpayrollweek.com/NPWSurvey](http://www.nationalpayrollweek.com/NPWSurvey). You could win a free paycheck and a trip to Las Vegas!