

JofA

Focus Report

Payroll & HR Solutions

A special advertising
supplement to the
**September
2008**
*Journal of
Accountancy*



500,000 +
will be reading with
great interest!

Advertise Today!

JOURNAL OF
ACCOUNTANCY

Payroll & HR Solutions

A special advertising supplement in the
September 2008 *Journal of Accountancy*

Ad Close & Materials Due Date:
July 25, 2008

POSITION YOURSELF AS A VALUED SOLUTION PROVIDER!

SPONSOR BENEFITS:

- Premium advertising position in a complementary editorial environment;
- Executive Roundtable – includes a headshot and quotes from a top executive at your organization (see page 2);
- PDF file of the published special supplement for use on your Web site;
- 250 color reprints of the published special supplement.

**TO ADVERTISE, CONTACT:
AICPA Media at 1-800-873-1677 or
e-mail us at aicpamedia@aicpa.org.**

Processing payroll online...working in paperless office environments — In this digitally driven age, payroll and HR solutions continue to change and become more complex. That's why many CPAs are working side by side with their small business clients to sort through payroll and HR issues, such as:

- Payroll/HR Automation
- Payroll Processing Software
- Impact of Aging Workforce on Payroll/HR
- Paperless Office/Document Management
- How Payroll Fits into Well-Rounded CPA Practice
- Reducing CPA Payroll Workload by Empowering Clients

JofA's 500,000 readers will be thinking about these issues when they see your advertisement. Why not position yourself as a valued payroll and HR solution-provider?

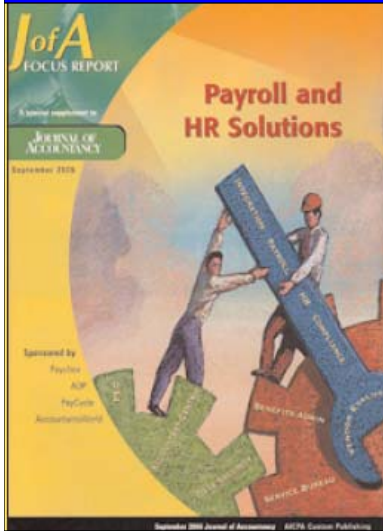


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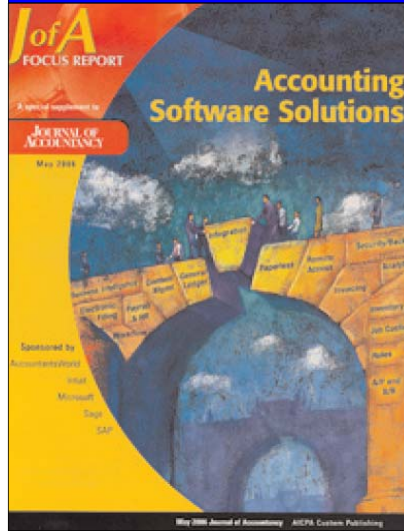
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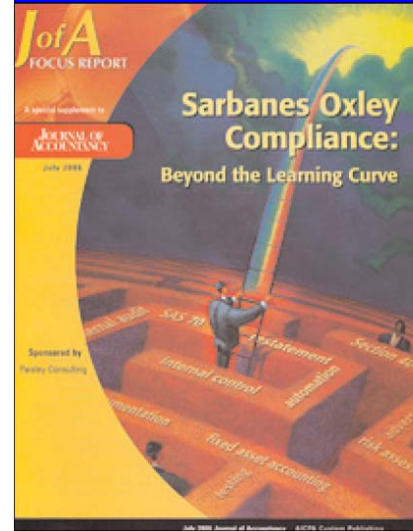
Cover of the September 2007 special advertising supplement
Payroll and HR Solutions



Cover of the May 2006 special advertising supplement
Accounting Software Solutions



Cover of the July 2006 special advertising supplement
Sarbanes-Oxley



Example of the Executive Roundtable

This is your opportunity to establish your organization's authority in the profession! A top executive from your company will have the chance to respond to selected questions from our readers and editors. We'll also include a headshot and brief bio of the participating executive from your company.

Special Advertising Supplement

Executive Roundtable:

We caught up recently with **Jonathan A. Baron**, President and CEO, Thomson Creative Solutions; **Dr. Chandra Bhansali**, President & Co-Founder of Accountants World, LLC; **Ray Jimison**, Sr. Vice President and General Manager Best Software - Specialized Business Solutions, and **Cary Rosenzweig**, Vice President of Intuit QuickBooks Payroll, to get their perspectives on important technology issues, opportunities and challenges facing CPAs today.



Jonathan A. Baron
Creative Solutions



Dr. Chandra Bhansali
Accountants World



Ray Jimison
Best Software



Cary Rosenzweig
Intuit QuickBooks

Gentlemen, from a technology or software solutions standpoint, what trends are having the greatest impact on CPAs today?

DR. CHANDRA BHANSALI (Accountants World): "Adoption. Most CPAs are still using only a fraction of the power of current technology. The Internet is the dominant core technology for accountants today. Accountant-centric technology will emerge as the most important technology for helping CPAs develop their practices and serve clients more effectively."

JONATHAN A. BARON (Creative Solutions): "Paperless office technology, including document management systems, paperless audit tools and Web-based client communication and collaboration tools. Firms that have transitioned to paperless offices are seeing immediate savings in paper, toner and storage space. More important, they're accessing information more conveniently, employing off-site staff, doing better planning for disasters and better serving clients through private portals."

Why is technology such an important issue today for CPAs and their small to medium size clients?

Jimison: "Since Sarbanes-Oxley [passed], there is heightened attention paid to reporting and accountability across the board -- at private companies as well as at public companies. Accounting and business management software is essential for helping these small to medium size businesses stay on track through thorough reporting and analysis capabilities."

Baron: "As the MAP survey confirms, finding and retaining qualified staff is the top challenge for most firms since they have to do more work, and offer more services, without adding staff. Seamless software integration and advanced data sharing techniques enable professionals to capture the original source of data and share them electronically, rather than entering the same data multiple times into various systems."

Bhansali: "Technology has greatly influenced the profession for the

