

## BANNER IMPRESSIONS (CPM)

STYLE	DIMENSION	ROS
1/2 Page Tower	300x600	\$85
Block	300x250	\$75
Leader	728x90	\$65

## SECTION SPONSORSHIPS

	PER WEEK	PER MONTH
Homepage	\$8,000	\$25,000
What's Brewin': Defense IT	\$4,000	\$20,000
Tech Insider	\$4,000	\$20,000
Wired Workplace	\$4,000	\$20,000
The BASICS: Individual Topics		\$1,000 (min. 3 mos.)

## CREATIVE AD SIZES

STYLE	DIMENSION
1/2 Page Tower	300x600
Block	300x250
Leader	728x90

## eNEWSLETTERS + eCOLUMNS

	DAILY SUBS	DROP DATE	EXCLUSIVE	PER DAY TOP	PER DAY MIDDLE	PER DAY BOTTOM
Nextgov Today	43,000+	Monday-Friday	\$5,000 per day	\$4,000	\$2,000	\$1,000
IT Security	11,000+	Wednesday	\$4,000 per day	\$3,000	\$2,000	\$1,000
Nextgov Most Popular	41,000+	Friday	\$5,000 per day	\$4,000	\$2,000	\$1,000
What's Brewin'	29,000+	Monday	\$5,000 per day	<b>INCLUDES:</b> <ul style="list-style-type: none"> <li>Weekly sponsorship of the <i>What's Brewin'</i> column on GovernmentExecutive.com</li> <li>A homepage text link on the date of publication</li> <li>Sponsorship of the email column</li> </ul>		
Health IT	New!	Tuesday	\$5,000 per day			

SPONSORED LINKS

\$3,000 per month

## ON-LINE SPECS

File Formats: JPEG, GIF, Flash, Animated GIF, 3rd Party Tags  
Max file size: 75K

Send creative to  
TOM CEGLARSKI  
(tceglarski@govexec.com)  
3 days prior to drop date.  
Please email text ads as 2  
attachments: a Word document  
with text, and a JPEG or GIF file  
with logo.

## EMAIL NEWSLETTER SPECIFICATIONS

### TEXT ADS

- Sponsorship text is limited to 75 words (This does not include "brought to you" line or URL's.)
- Emails are sent in HTML format
- GIF, JPEG, and animated GIF files accepted for logos
- Logo size: 240 x 45 pixels. (Advertiser is responsible for resizing logo)
- Colored text is accepted (up to 3 colors only)
- Three URL links only

### BANNER ADS

- Sizes: 300x250 and 728x90
- Emails are sent in HTML format
- GIF, JPEG, and animated GIF files accepted
- Recommended Max file size: 15k
- Rich Media/ 3rd party tags not accepted for email newsletters

For information, contact your account director or Connie Isler at 202.266.7412 or [cisler@nextgov.com](mailto:cisler@nextgov.com).

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