



## PRODUCTION GUIDELINES

- All artwork and text should be emailed to [jfisher@govexec.com](mailto:jfisher@govexec.com).
- Text should be emailed in a Microsoft Word document. Text should be 450 words or less.
- One logo per profile—must be high resolution (300 dpi or higher) and saved as a JPEG, TIFF or EPS—can be submitted.
- One photo per profile can be submitted and must be high resolution (300 dpi or higher), at least 3" by 5" in dimension and must be saved as a JPEG, TIFF or EPS. Captions should accompany photos.
- Ads will be formatted to comply with the designed templates.
- Please send contact information with your company's profile.

## STAY IN FRONT OF THE MARKET: PROFILE YOUR BUSINESS IN THE #1 PUBLICATION READ BY FEDERAL MANAGERS<sup>1</sup>

Would you like federal executives to develop a deeper understanding of your company? Place your corporate profile in *Government Executive* and reach our average issue audience of over 231,000 readers<sup>2</sup> with a substantive corporate branding message.

## A DISCRIMINATING AUDIENCE

When looking for a solutions provider, federal consumers ask a number of critical questions:

- How is doing business with your company good for my agency?
- What are your firm's experiences and successes in the public sector?
- How is your company uniquely positioned against competitors?
- Why should my agency expand its business with you?

## DYNAMIC OPPORTUNITIES

A Corporate Profile in *Government Executive* is an exceptional way to anticipate these concerns, and to articulate your company's solutions to key decision makers.

## PACKAGE ELEMENTS\*

	FIRST PAGE	EACH ADDITIONAL PAGE	POSTING OF PROFILE ONLINE FOR 6 MOS. PLUS 100K BANNER IMPRESSIONS
Spread 1	Earned Rate	33% discount off earned rate	\$5,000
Spread 2	Earned Rate	50% discount off earned rate	\$4,000

\*Packages are available in all 2009 issues.

**ADVERTISEMENT**

**The Roadblock:  
Data Integration**

**The Breakthrough:  
InterSystems and Ensemble**

Integrating the vast assortment of information technology applications and databases that are found in legacy systems is the critical roadblock facing government agencies today. Just as commercial organizations must share information throughout the enterprise, the ability to share data among agencies is a key success factor in the government sector. Adding to this challenge, organizations must integrate multiple disparate systems while simultaneously laying a robust, flexible technology foundation to address rapidly evolving economic and business requirements. This integration approach makes it possible to take advantage of new technologies to build new systems that leverage the functionality and proven reliability of legacy systems and applications, in an approach that requires a comprehensive integration platform with architecture that has the power to rapidly and seamlessly integrate complex systems. Only with such an inclusive platform can organizations overcome the barriers and high consulting costs associated with so many integration projects. What's needed is an innovative breakthrough—the Ensemble universal integration platform from InterSystems Corporation. Founded in 1978, Cambridge, Massachusetts InterSystems has a proven track record of delivering software technology that enables rapid development and rapid integration of massively scalable transaction processing systems. Performance is the hallmark of all InterSystems technology. A rich and extremely robust feature set, advanced automated system management capabilities and worldwide 24 x 7 support make InterSystems products the choice of IT executives across the industry spectrum. InterSystems Ensemble universal integration platform and CACHE post-relational database power critical applications used by over four million people in 88 countries worldwide.

Ensemble is a universal integration platform that enables exceptionally fast integration as well as extremely rapid component application development. In contrast to integration products that are assemblies of independent technologies, Ensemble was built from the ground up. Ensemble incorporates the functionality of an integration server, application server, object database and product. Designed for today's Web and service-oriented architecture, Ensemble excels at quality building and deploying new business solutions that leverage the functionality of existing applications, accelerate new business processes and integrate data from across the enterprise. That's why organizations that require large, heterogeneous legacy systems as well as new platforms and technologies need Ensemble for high-volume, transactional data integration—healthcare, government and financial services, for example, are key Ensemble markets.

With so many integration product offerings, it's good to know that you've made the optimal technology choice. InterSystems help you achieve that confidence with the Ensemble money-back guarantee. For up to one year after purchasing Ensemble, if you are unhappy for any reason, InterSystems will refund 100 percent of your license fee. That innovative integration also guarantees performance. Contact Ron Sullivan, VP and CIO of InterSystems Federal Sector, [rons@intersystems.com](mailto:rons@intersystems.com) for more information.

  
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**IMAGINE YOUR APPLICATIONS PERFORMING AS AN ENSEMBLE**



**THE FASTEST WAY TO MAKE YOUR APPLICATIONS PERFORM TOGETHER**

Imagine your applications—both legacy and new—performing together as an ensemble. That vision can become a reality surprisingly quickly with Ensemble, the comprehensive integration platform with all the functionality you need to rapidly complete any type of integration project on deadline and on budget. Even complex projects you may have struggled with in the past.

With its unique fusion of powerful technologies for application integration, development, deployment, and management, Ensemble supports Service-Oriented Architecture that enable extremely fast integration and rapid development of solutions that integrate data, orchestrate business processes, and enhance the value of legacy applications. You'll see real-world evidence of this in the customer testimonial section of our web site.\*

Ensemble is exciting new software from InterSystems. Over the past twenty six years our high performance products have been deployed in more than 100,000 mission-critical systems around the world.

We're so confident that Ensemble is dramatically faster than any other integration technology, we'll be happy to begin our partnership with you by conducting a pilot project. To discuss this, contact us at: [www.intersystems.com/feds](http://www.intersystems.com/feds)

  
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\*To learn how agencies like yours are using Ensemble, or if you are a Federal System Integrator in need of a rapid integration platform come to: [www.intersystems.com/feds](http://www.intersystems.com/feds)

<sup>1</sup>Federal Employee Media Study, Market Connections, 2008.  
<sup>2</sup>BPA Worldwide statement, June 2008 & Harvey Research, Inc., 2008.

Maximize your impact by reserving a Corporate Profile.  
For more information, contact your account director or Hilery Sirpis at 202.266.7332 or [hsirpis@govexec.com](mailto:hsirpis@govexec.com)