

BANNER IMPRESSIONS

STYLE	DIMENSION	ROS (CPM)	TARGETED (CPM)
1/2 Page Tower	300x600	\$75	\$85
Block	300x250	\$65	\$75
Leader	728x90	\$55	\$65

HOMEPAGE SPONSORSHIP

	PER DAY/WEEK
Daily Exclusive*	\$7,000 per day
Top 300x600 Tower	\$4,000 per day
Top 728x90 Leaderboard	\$3,000 per day
Weekly Exclusive*	\$25,000 per week

*Exclusive includes (2) 728x90 leaderboards and (1) 300x600 tower

SECTION SPONSORSHIPS*

	PER WEEK
From The Magazine	\$5,000
Defense & Homeland Security	\$5,000
Management & Oversight	\$5,000
The Workforce	\$5,000
Pay & Benefits	\$5,000
Life After Government	\$5,000
Per Diems & Travel	\$5,000
NSPS	\$5,000
FedBlog	\$5,000

* Includes 50,000 additional Run of Site impressions and 80,000 text ad impressions on the homepage

OTHER OPPORTUNITIES

	PER MONTH/WEEK/EVENT
Custom Webinars	\$30,000 per event
Welcome Ad	\$4,000 per day
The Basics	\$9,000 for 3 months
Vendor Text Ad + VSC Listing	\$7,500 per month
Vendor Solutions Center (VSC) Listing	\$6,000 for 6 months
Today's Most Popular	\$3,000 per week
TSP Ticker	\$3,000 per month
Tools	\$2,500 per week

eNEWSLETTERS

	DAILY SUBS*	DROP DATE	PER DAY EXCLUSIVE	PER DAY TOP	PER DAY MIDDLE	PER DAY BOTTOM
Today's News	91,000+	Monday-Friday	\$7,000	\$6,000	\$3,000	\$1,500
Workforce Week	45,000+	Monday	\$5,000	\$4,000	\$2,000	\$1,000
Management Agenda	51,000+	Tuesday	\$5,000	\$4,000	\$2,000	\$1,000
Homeland Security	48,000+	Wednesday	\$5,000	\$4,000	\$2,000	\$1,000
National Defense Week	40,000+	Thursday	\$5,000	\$4,000	\$2,000	\$1,000
The Week Ahead	76,000+	Friday	\$7,000	\$6,000	\$3,000	\$1,500
GE Preview	56,000+	Prior to each issue	\$5,000	N/A	N/A	N/A

*Circulation based on 3 month average.

eCOLUMNS

	DAILY EMAIL SUBS*	DROP DATE	PER WEEK EXCLUSIVE
On Politics	30,000+	Tuesday	\$5,000
Management Matters	41,000+	Wednesday	\$5,000
Pay & Benefits Watch	59,000+	Thursday	\$5,000
Retirement Planning	53,000+	Friday	\$5,000
Columns Package	192,000+	Tuesday- Friday	\$15,000

*Circulation based on 3 month average.

ON-LINE SPECS

- File Formats: JPEG, GIF, Flash, Animated GIF, 3rdParty Tags
- Max file size: 75K

WEB STATISTICS

PAGE VIEWS*

Unique Page Views: 393,505
 Total Page views: 1,996,032
 Homepage view: 539,559

MOST ACTIVE DOMAINS TO ACCESS SITE*

.gov: 28%
 .mil: 28%
 .net: 21%
 .com 11%

*Based on 12 month average

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 with logo.

For more information, contact your account director or Hilery Sirpis at 202.266.7332 or hsirpis@govexec.com

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