

PUT YOUR COMPANY FRONT AND CENTER ON THE #1 FEDERAL WEB SITE!¹

Reach GovernmentExecutive.com’s powerful audience of high-ranking federal government employees with this unique opportunity! A Welcome Ad on GovernmentExecutive.com gives you 100% share of voice and is branded with the reputation of our web site—the premier destination for news and analysis on the government market.

Welcome Ads offer the largest ad space available and have the most impact for advertisers, garnering the highest branding and response rate. Regardless of when and how each visitor enters GovernmentExecutive.com, your Welcome Ad will appear within a dedicated splash page the first time they visit the site each day.



With a rapidly growing audience averaging approximately 400,000 unique visitors and over **2 MILLION PAGE VIEWS PER MONTH**, GovernmentExecutive.com is the leading federal news site. 86% of visitors are federal employees.

Federal managers use our site to get the **LATEST FEDERAL MANAGEMENT NEWS** and to gain **INSIGHTS ON HOW TO RUN THEIR PROGRAMS, PROJECTS AND AGENCIES** more effectively.

SPECIFICATIONS	
Ad Unit	640 x 480
File Format	GIF, JPEG, Animated GIF
File Size	75k max

SPONSOR BENEFITS
GOVERNMENTEXECUTIVE.COM WELCOME ADS OFFER ADVERTISERS UNIQUE BENEFITS SUCH AS:
<ul style="list-style-type: none"> • Exclusive visibility across the GovernmentExecutive.com audience, resulting in 20,000+ impressions per day • Exceptional click-through rates • Largest ad size available to portray your company’s brand and message • Flexible daily rates to allow targeted programs

INVESTMENT: \$4,000 PER DAY

¹Federal Media Habits Study, Market Connections, Inc, 2008.

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

All rates subject to Government Executive terms and conditions. For complete list of terms and conditions visit our online media kit at www.GovernmentExecutive.com