



ONLY ONE COMPANY WILL BE SELECTED FOR THIS CHANCE TO DOMINATE AGENCY PERFORMANCE IN 2012!

MARKETING BENEFITS

1 EXCLUSIVE UNDERWRITER PROGRAM AVAILABLE

- **Dominant visibility on performance** throughout 2012 on the #1 federal media platform¹
- **Powerful thought leadership positioning** through 2 Industry Perspectives Q&A interviews featuring your company's SME
- **Exclusive ownership** of the most valuable online real estate in the federal market via GovExec.com homepage nanosite
- **Unmatched reach** toward highly-targeted audience of 58,000+ Management Agenda eNewsletter subscribers
- **100% share of voice** & direct audience engagement as exclusive underwriter of Management & Performance event series

Government Executive Media Group has created the Agency Performance Platform—a turnkey, integrated media program providing one company with unprecedented ownership of this topic throughout 2012.

As budgets tighten, the Obama administration is seeking to accelerate efforts to create a government that is more effective, efficient, and responsive. In 2012, agencies will invest heavily in the latest best practices and solutions for driving performance to new levels.

YOUR CHANCE TO DOMINATE AGENCY PERFORMANCE

SAMPLE PROGRAM	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
PRINT	■				■			■				
GOVEXEC.COM & PRINT INDUSTRY PERSPECTIVES				■							■	
GOVEXEC.COM HOMEPAGE NANOSITE							■					
E-NEWSLETTERS MANAGEMENT AGENDA		■			■			■			■	
EVENTS MANAGEMENT & PERFORMANCE		■				■		■				

Exact schedule of program to be determined.

1 Exclusive Underwriter Program to Run Across 12 Months		Value
Print		
Government Executive	• 3 full page ads in <i>Government Executive</i> adjacent to feature on Performance	\$45,000
Online		
Performance "Industry Perspectives" (includes print component)	2 Industry Perspectives Premier Programs: <ul style="list-style-type: none"> • Exclusive ownership of your Industry Perspectives topic for 2 weeks • Dedicated page on GovExec.com featuring your expert Q&A; page roadblock with banner ads, and homepage visibility through a promo module • One-page advertorial in <i>Government Executive</i> 	\$40,000
GovExec.com Homepage Nanosite	• 1 custom nanosite on the GovExec.com homepage for 4 days; averaging over 32,000 page views per day ²	\$25,000
Management Agenda eNewsletter	• 4 exclusive sponsorships of Management & Performance eNewsletter reaching over 58,000 opt-in subscribers ³	\$20,000
Events		
Editorial Live Event Series	• Exclusive underwriter of new Management & Performance Event Series (3 events)	\$90,000
Program Value		\$220,000
Program Cost		\$200,000

¹Market Connections, Inc., 2011 ²Compete.com, 2011; ³Circulation based on 3 month average