

# 2012 BUDGET



**ONLY ONE COMPANY WILL BE SELECTED FOR THIS CHANCE TO DOMINATE BUDGET & COST TAKE-OUT IN 2012!**

## MARKETING BENEFITS

1 EXCLUSIVE UNDERWRITER PROGRAM AVAILABLE

- **Dominant thought leadership positioning** on the federal budget throughout 2012.
- **Deep engagement** with federal managers through 2 Industry Perspectives Q&A interviews featuring your company's SME – to be published in our magazine & web site.
- **Exclusive ownership** of the most valuable online real estate in the federal market via GovExec.com homepage nanosite.
- **100% share of voice** & direct audience engagement as underwriter of two federal budget town hall events.

Government Executive Media Group has created the Budget & Cost Take-Out Platform—a turnkey, integrated media program providing one company with unprecedented ownership of this topic throughout 2012.

While the budget debates will continue, the central focus for federal agencies in 2012 is set – budget efficiency and cost take-out. Throughout 2012, Government Executive will deliver exhaustive coverage of the budget and the impact on agencies across our portfolio – including the #1 publication and web site read by federal decision makers.

## YOUR CHANCE TO DOMINATE BUDGET & COST TAKE-OUT

| SAMPLE PROGRAM                                       | JAN | FEB | MAR | APR | MAY | JUNE | JUL | AUG | SEPT | OCT | NOV | DEC |
|--|-----|-----|-----|-----|-----|------|-----|-----|------|-----|-----|-----|
| PRINT  |     |     |     |     |     |      |     |     |      |     |     |     |
| GOVEXEC.COM & PRINT<br>INDUSTRY PERSPECTIVES PREMIER |     |     |     |     |     |      |     |     |      |     |     |     |
| GOVEXEC.COM<br>HOMEPAGE NANOSITE                     |     |     |     |     |     |      |     |     |      |     |     |     |
| GOVEXEC.COM<br>WEB SITE                              |     |     |     |     |     |      |     |     |      |     |     |     |
| EVENTS<br>TOWN HALL                                  |     |     |     |     |     |      |     |     |      |     |     |     |

Exact schedule of program to be determined.

| 1 Exclusive Underwriter Program to Run Across 12 Months                   |  | Value            |
|---|--|------------------|
| <b>Print</b>  |  |                  |
| Government Executive  | • 2 full page ads in <i>Government Executive</i> adjacent to features on the Budget  | \$30,000         |
| <b>Online</b>   |  |                  |
| Budget & Cost Take-Out "Industry Perspectives" (includes print component) | 2 Industry Perspectives Premier Programs:<br>• Exclusive ownership of your Industry Perspectives topic for 2 weeks<br>• Dedicated page on GovExec.com featuring your expert Q&A; page roadblock with banner ads, and homepage visibility through a promo module<br>• 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 <sup>1</sup>  | \$25,000         |
| GovExec.com   | • 200k Run-of-Site impressions across 12 months  | \$20,000         |
| <b>Events</b>   |  |                  |
| Live Events   | • Exclusive underwriter of 2 Town Hall Events  | \$80,000         |
| <b>Program Value</b>  |  | <b>\$195,000</b> |
| <b>Program Cost</b>   |  | <b>\$165,000</b> |

<sup>1</sup>Compte.com, 2011.