



ONLY THREE COMPANIES WILL BE SELECTED FOR THIS CHANCE TO DOMINATE CLOUD COMPUTING IN 2012!

MARKETING BENEFITS

3 UNDERWRITER PROGRAMS AVAILABLE

- **Dominant share of voice** on cloud computing topic across the #1 federal media resource for 12 months.¹
- **Prominent positioning** in special cloud computing anchor print issue & special online report.
- **Powerful lead generation** toward federal managers interested in cloud computing as underwriter for a special editorial webinar
- **Unmatched reach** toward a targeted audience of 55,000+ Nextgov Today newsletter subscribers
- **Integrated media program** delivering maximum ROI on branding and lead generation.

Government Executive Media Group has created the Cloud First Platform – a turnkey, integrated media program providing three companies with unprecedented ownership of this topic throughout 2012.

OMB estimates that federal agencies can save up to \$80 billion by moving services to the cloud. DHS recently announced the launch of 12 cloud initiatives. The question of “if” has come and gone – federal agencies across government are now aggressively moving to the cloud and 2012 will see massive investment in this transition.

YOUR CHANCE TO OWN THE CLOUD COMPUTING TOPIC

SAMPLE PROGRAM	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
PRINT			█									
NEXTGOV.COM SPECIAL ONLINE REPORT			█	█	█							
GOVEXEC.COM & NEXTGOV.COM ROS	█	█	█	█	█	█	█	█	█	█	█	█
E-NEWSLETTERS NEXTGOV TODAY				█					█			
EVENTS WEBINAR			█									

Exact schedule of program to be determined.

1 of 3 Underwriter Programs: Each Program to Run Across 12 Months		Value
Print		
Government Executive Anchor Issue	• 1 full page ad in Cloud Computing anchor issue; adjacent to feature on Cloud Computing	\$15,000
Online		
Nextgov.com Special Online Report	• Exclusive roadblock of Special Report (1 of 3 underwriters in rotation across 3 months)	\$5,000
GovExec.com & Nextgov.com	• 200k ROS impressions across 12 months	\$10,000
Nextgov Today eNewsletter	• 2 Exclusive sponsorships of the Nextgov Today eNewsletter, reaching 55,000+ opt-in subscribers ²	\$10,000
Events		
Editorial Webinar	• 1 of 3 Underwriters • Includes position in post-event lead nurturing email	\$8,000
Program Value		\$48,000
Program Cost		\$42,500

¹Market Connections, Inc., 2011.

²Circulation based on 3 month average.