



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

As threats continue to grow in number and agencies continue to struggle with defining and implementing effective security controls, cybersecurity will remain front and center on the priority list of federal agencies in 2012 and years to come.

YOUR CHANCE TO DOMINATE CYBERSECURITY

SAMPLE PROGRAM	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
PRINT												
NEXTGOV.COM CYBERSECURITY REPORT												
GOVEXEC.COM & NEXTGOV.COM ROS												
E-NEWSLETTERS IT SECURITY												
GOVEXEC.COM HOMEPAGE NANOSITE												
EVENTS WEBINAR												

Exact schedule of program to be determined.

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

MARKETING BENEFITS

3 UNDERWRITER PROGRAMS AVAILABLE

- **Dominant share of voice** on cybersecurity topic toward over 500,000 federal managers who read our magazine & web sites each month.¹
- **Highly-targeted lead generation** toward federal decision makers attending our live webinar.
- **Integrated media program** delivering maximum ROI on branding and lead generation.
- **Turn-key packaging** allowing you to own the cybersecurity topic throughout 2012 via a single, cost-efficient program.

1 of 3 Underwriter Programs; Each Program to Run Across 12 Months		Value
Print		
<i>Government Executive</i>	• 1 full page ad in Cybersecurity anchor issue; adjacent to feature on Cybersecurity	\$15,000
Online		
Nextgov.com The Cybersecurity Report blog	• Exclusive roadblock of The Cybersecurity Report blog (1 of 3 underwriters in rotation across 12 months)	\$25,000
GovExec.com & Nextgov.com	• 300k Run-of-Site impressions across 12 months	\$15,000
Nextgov's IT Security eNewsletter	• 200k Run-of-Site impressions across 12 months	\$20,000
GovExec.com Homepage Nanosite	• 1 custom nanosite on the GovExec.com homepage for 4 days	\$25,000
Events		
Editorial Webinar	• 1 of 3 Classic Underwriter packages • Includes position in post-event lead nurturing email	\$8,000
Program Value		\$93,000
Program Cost		\$75,500

¹Compete.com, 2011; BPA Worldwide & Signet Research. 2011.