



In 2012, the Department of Defense (DoD) will be asked to streamline budgets while also continuing to keep up with increasingly complex and ever-changing threats to our national security. Under tightening budget constraints, DoD leaders will strive to drive efficiency to new levels across their operations in order to maintain the resources and capabilities needed to perform at the highest levels in protecting our nation.

**YOUR CHANCE TO DOMINATE DEFENSE**

SAMPLE PROGRAM	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
<b>PRINT</b>												
<b>NEXTGOV.COM &amp; PRINT</b> INDUSTRY PERSPECTIVES PREMIER												
<b>GOVEXEC.COM</b> DEFENSE SECTION												
<b>NEXTGOV.COM</b> DEFENSE IT: WHAT'S BREWIN' BLOG												
<b>E-NEWSLETTERS</b> NATIONAL DEFENSE WEEK												
<b>GBC</b> RESEARCH REPORT												
<b>EVENTS</b> DEFENSE TRANSFORMATION WEBINAR												

Exact schedule of program to be determined.

**ONLY FOUR COMPANIES  
WILL BE SELECTED FOR  
THIS CHANCE TO DOMINATE  
DEFENSE IN 2012!**

**MARKETING BENEFITS**

1 PREMIER & 3 CLASSIC

UNDERWRITER PROGRAMS AVAILABLE

- **Dominant share of voice** on DoD topics across the #1 federal media resource for 12 months.
- **Powerful lead generation** toward senior DoD decision makers as underwriter of our Military Leadership Briefing
- **Dominant thought leadership** positioning as the brand affiliated with GBC Federal Defense Report
- **Integrated media program** delivering maximum ROI on brand on lead generation
- **Turnkey packaging** allowing you to dominate our Defense coverage via a single cost-effective program

1 Premier and 3 Classic Underwriter Programs: Each Program to Run Across 12 Months		Value P/C
<b>Print</b>		
Government Executive Anchor Issue	<b>Premier:</b> 2 full page ads or 1 spread adjacent to defense feature <b>Classic:</b> 1 full page adjacent to Defense feature	\$30,000/ \$15,000
<b>Online</b>		
Government Executive Defense "Industry Perspectives" (includes print component)	Premier Underwriter Only: 1 Industry Perspectives Premier Program • 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. • One-page advertorial in Government Executive magazine	\$20,000
GovExec.com Defense Section	• 4 weeks exclusive (1 per quarter) sponsorship of Defense Section on GovExec.com	\$20,000
Nextgov.com Defense IT Blog	• 4 weeks exclusive (1 per quarter) sponsorship of popular Defense IT: What's Brewin' blog on Nextgov.com	\$20,000
National Defense Week eNewsletter	• 4 exclusive sponsorships of the eNewsletter, reaching 43,000+ opt-in subscribers <sup>3</sup> week	\$20,000
<b>Research</b>		
GBC Report	• 1 of 4 underwriters for GBC Research Report on Defense topic	\$8,500
<b>Events</b>		
Defense Transformation Webinar	• 1 Premier or 1 Classic Underwriter Package	\$10,000/ \$6,500
Program Value (Premier / Classic)		\$128,500 / \$90,000
Program Cost (Premier / Classic)		\$100,000 / \$75,000

<sup>1</sup>Market Connections, Inc., 2008 and BPA Worldwide, June 2009.  
<sup>2</sup>Compete.com, December 2009. <sup>3</sup>Circulation based on 3 month average.