



**REACH THE HIGHEST QUALITY
NATIONWIDE AUDIENCE IN THE MARKET**

Government Executive editorial webinars deliver cost-effective lead generation and branding toward a nationwide audience of federal decision makers.

Our webinars provide federal managers with practical insights on relevant, pressing topics in a focused online conference. Each event is moderated by a senior member of our editorial staff and allows attendees to hear directly from an experienced government executive or a panel of experts in a lively interactive format.

OUR UNMATCHED FEDERAL AUDIENCE

Our editorial webinar attendees represent the federal decision-making class. On average, 86% of attendees are federal managers, the majority of whom are grade level GS-12 or above. Attendees are located nationwide and span civilian agencies and the Department of Defense¹.

86%
of attendees are
federal employees¹

MARKETING BENEFITS

- Unmatched branding towards nationwide audience of federal managers
- The highest quality lead generation in the market through use of registration list
- Powerful thought leadership positioning on your selected webinar topic
- 100% share of voice & direct audience engagement through our exclusive package

(P) = Webinar only available through Platform underwriter program

2012 CALENDAR (SUBJECT TO CHANGE)

DATE	WEBINAR
JANUARY	IT Efficiency Series #1 (Classic only available)
FEBRUARY	
MARCH	Cloud Computing (P)
APRIL	Cybersecurity (P)
MAY	IT Efficiency Series #2 (Classic only available)
JUNE	Defense (P)
JULY	IT Efficiency Series #3 (Classic only available)
AUGUST	Health IT (P)
SEPTEMBER	Mobility (P)
OCTOBER	IT Efficiency Series #4 (Classic only available)
NOVEMBER	Open Season
NOVEMBER	Government Executive 20 Interview Series #1
DECEMBER	Government Executive 20 Interview Series #2

¹ Average based on Government Executive Event Registration Data, 2010.

UNDERWRITER BENEFITS

Gain powerful thought leadership positioning, exceptional lead generation and direct engagement toward the highest quality national federal audience in the market.

MARKETING BENEFITS	PACKAGES		
	EXCLUSIVE	PREMIER	CLASSIC
BRANDING/THOUGHT LEADERSHIP BENEFITS			
Logo on webinar registration page	◆	◆	◆
Logo on webinar viewing page	◆	◆	◆
Premier logo placement on webinar registration and viewing pages	N/A	◆	
Recognition in email invitation sent to <i>Government Executive</i> subscribers	◆	◆	◆
Recognition by event moderator	◆	◆	◆
Opportunity to ask attendees 1 survey question during webinar	◆		
LEAD GENERATION/PROMOTION OPPORTUNITIES			
Link to company content (white papers, product demos, etc.) on webinar viewing page	◆	◆	◆
Link to company content (white papers, product demos, etc.) within “Thank You” email sent to all registrants	◆	◆	◆
Opportunity to add 1 slide to archived version of webinar sent to registrants	◆		
Opportunity to present company’s solutions at conclusion of editorial presentation (slides included in archived version of webinar sent to registrants)	◆		
Exclusive customized post-event lead nurturing email to all event registrants (sent by Government Executive Media Group; includes event summary & client message)	◆	◆	
INVESTMENT	\$22,000	\$10,000	\$6,500