



**ONLY FOUR COMPANIES WILL BE SELECTED FOR THIS CHANCE TO DOMINATE FEDERAL IT EFFICIENCY IN 2012!**

**MARKETING BENEFITS**

4 EXCLUSIVE UNDERWRITER PROGRAMS AVAILABLE

- **Dominant thought leadership positioning** as the sole brand affiliated with out IT Efficiency coverage across print, online, and events for an entire 3 months.
- **Powerful lead generation** toward federal managers interested in IT efficiency as underwriter of editorial webinar reaching a nationwide federal audience.
- **Integrated media program** delivering maximum branding and lead generation.
- **Turnkey packaging** allowing you to own the IT Efficiency topic via a single, cost-effective program.

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

New federal CIO Steven VanRoekel has made it clear that agency CIOs must lower operational costs, terminate or turn around troubled projects, and deliver meaningful functionality at faster rates. To achieve these directives, in 2012 agencies will invest heavily in efforts such as data center consolidation, cloud computing, and more.

**YOUR CHANCE TO DOMINATE FEDERAL IT EFFICIENCY**

SAMPLE PROGRAMS	PROGRAM 1			PROGRAM 2			PROGRAM 3			PROGRAM 4		
	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
PRINT			█			█			█			█
NEXTGOV.COM TECHINSIDER BLOG	█	█	█	█	█	█	█	█	█	█	█	█
NEXTGOV.COM ROS	█	█	█	█	█	█	█	█	█	█	█	█
E-NEWSLETTERS NEXTGOV MOST POPULAR	█			█			█			█		
EVENTS IT EFFICIENCY WEBINARS	█				█		█			█		

Exact schedule of program to be determined.

4 Exclusive Underwriter Programs Available, Each Program Runs For 3 Months		Value
<b>Print</b>		
Government Executive	• 1 full page ad adjacent to Nextgov section	\$15,000
<b>Online</b>		
Nextgov.com Tech Insider Blog	• Exclusive roadblock of our popular technology blog for 3 weeks (1 week per month during selected quarter)	\$12,000
Nextgov.com	• 200k ROS impressions across 3 months	\$10,000
Nextgov Most Popular eNewsletter	• 1 Exclusive sponsorship of Nextgov Most Popular eNewsletter, reaching 60,000+ opt-in subscribers <sup>1</sup>	\$5,000
<b>Events</b>		
Editorial Webinar	• 1 Premier Underwriter Package of editorial webinar	\$10,000
<b>Program Value</b>		<b>\$52,000</b>
<b>Program Cost</b>		<b>\$47,500</b>

<sup>1</sup>Circulation based on 3 month average.