

## FEDERAL ISSUE BRIEFS

By leveraging *Government Executive's* deep understanding of federal agency operations, the GBC will select timely editorial research topics based on the most pressing challenges facing federal managers. Through in-depth research and analysis, GBC will create and promote insightful Federal Issue Briefs on these hot-button topics. GBC will develop these briefs through secondary research of credible sources throughout the federal community.

GBC's Federal Issue Brief program provides your company with a turnkey thought leadership and lead generation program targeted to agency decision makers around their most challenging issues.

## PAST FEDERAL ISSUE BRIEF CASE STUDIES

| TOPIC                       | LEADS GENERATED | LEADS GUARANTEED | LENGTH OF PROMOTION |
|-----------------------------|-----------------|------------------|---------------------|
| Managing a Mobile Workforce | 230             | 200              | Three Weeks         |
| Data Center Consolidation   | 115             | 100              | Two Weeks           |

## UPCOMING OPPORTUNITIES

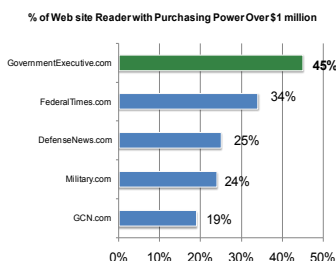
| MONTH    | TOPIC  |
|----------|--|
| January  | Cloud Computing as Cost Savings                                    |
| February | FedRAMP  |
| March    | Motivating the Future Federal Workforce: Employee Viewpoint Survey |
| May      | Agency Websites and Transparency                                   |
| June     | National Security and Intelligence                                 |

## MARKETING BENEFITS

- Exclusive marketing ownership—100% share of voice—of an independent research study on your selected federal topic.
- Powerful thought leadership positioning by associating your brand with objective, in-depth research providing timely insights for federal managers.
- Full use of a professionally designed and written report for marketing purposes.
- Highly qualified lead generation for your sales team.

**YOUR GBC FEDERAL ISSUE BRIEF WILL RECEIVE EXCEPTIONAL VISIBILITY IN FRONT OF THE MOST INFLUENTIAL FEDERAL AUDIENCE AVAILABLE:**

The #1 Federal Web Site<sup>1</sup>  
Readership of Government-Related Web Sites



<sup>1</sup> Market Connections, Inc. 2011.

## YOUR FEDERAL ISSUE BRIEF PROGRAM INCLUDES: CONTENT

- Exclusive sponsorship of one Federal Issue Brief on a pressing federal topic. GBC will conduct research analysis of secondary sources on each issue and compile the key findings most relevant to agency managers.
- Your company receives full use of a professionally designed 1-2 page Federal Issue Brief report incorporating research findings along with your company logo and a 75-word message.

## DISTRIBUTION

- Your Federal Issue Brief will be posted on GovExec.com, the #1 federal web site,<sup>1</sup> for a minimum of 3 months.
- Brief will also be posted on the GBC homepage for an entire year.

## LEAD GENERATION

- GBC will coordinate ongoing marketing efforts to promote your Federal Issue Brief to our audience to drive registration and downloads.
- Your company will receive a highly qualified lead database for follow-up business development purposes. Database will include all contact information for all online visitors who register to download the research.