

SYNDICATED RESEARCH PROGRAMS INCLUDE:

CONTENT

- Quantitative survey of *Government Executive* readers involved in the business challenge being studied.
- 20-25 page research report for use in marketing collateral and on your website.

DELIVERY

- 1-page executive summary highlighting research results and published in selected issue of *Government Executive*.
- Webinar presenting Syndicated Research Report to targeted *Government Executive* readers.
- Research deck posted on GovExec.com for 3 months or more

LEAD GENERATION

Highly qualified lead database provided to you which includes:

- All online visitors who register to download the research.
- All registrants and attendees of related webinar.

GOVERNMENT BUSINESS COUNCIL (GBC)

As Government Executive Media Group's research intelligence division, Government Business Council (GBC) is dedicated to advancing the business of government through analysis, insight and analytical independence. As an extension of *Government Executive's* 40 years of exemplary editorial standards and a commitment to the highest ethical values, GBC studies influential decision-makers from across the federal government to produce intelligence-based research and analysis.

OUR SYNDICATED RESEARCH AGENDA

In 2011, Government Business Council (GBC) will work with *Government Executive's* editorial staff to select and explore several key topics for its syndicated research agenda. By leveraging *Government Executive's* deep understanding of federal agency operations, GBC consistently produces insightful and compelling independent research—often cited by many media outlets and frequently showcased during industry events across the federal space.

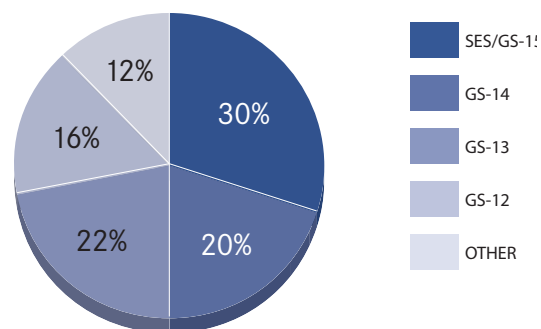
EXCEPTIONAL MARKETING BENEFITS

GBC's syndicated research program provides your company with a turnkey thought leadership and lead generation program targeted to senior federal decision makers interested in this topic:

- Position your company as a thought leader by associating your brand with objective, insightful research and analysis furthering the achievement of agency missions.
- Place your capabilities and solutions directly in front of federal managers who are actively seeking advice and solutions in your targeted sector.
- Cultivate a pipeline of highly qualified leads for your federal sales team.

Your GBC custom research program will receive exceptional visibility in front of the most powerful federal audience available:

Government Executive Federal Subscribers¹



¹ BPA Worldwide Statement, June 2011.