

BANNER ADS

AD UNITS INCLUDE	RICH MEDIA	VIDEO/AUDIO RICH MEDIA ADS
<ul style="list-style-type: none"> • 728x90 leaderboards • 300x250 blocks • 600x300 half page towers • 300x600 half page converser units (custom) • 300x1000 nanosite (custom) <ul style="list-style-type: none"> – Max file size: 75k – File Formats: GIF, JPEG, Animated GIF – Rich Media, 3rd Party Tags – Looping: Unlimited – Frames: Unlimited – Link: 1 URL per creative piece • A new browser window must open with each click 	<ul style="list-style-type: none"> • Bluestreak • CommFlash • Dart Motif • Enliven • Eyeblaster • EyeWonder • Flash 7 (SWF files with back-up GIF REQUIRED) • Pointroll • Atlas • Mediaplex 	<ul style="list-style-type: none"> • Video and Audio must be user-initiated • Maximum length of animation/video/audio: 15 seconds • Close button required • Stop/Mute button required • Max file size: 75k • Flash Version: 7 • Expansion (if applicable) must be user-initiated; see expansion guidelines below • Tags are served into iFrames • URL location of Atlas iFrame Buster File: http://ad.doubleclick.net/adi/govexec.com

THIRD PARTY TAGS

- DoubleClick tags are the preferred Third Party tags for GovernmentExecutive.com
- Please submit DART internal redirects with ALL DoubleClick Tags
- All Third Party Tags must be submitted 3 days prior to deployment for testing

FLASH FILES

- When submitting flash files, please implement the following click tag variable in place of the click URL:

```
on (release) {
  getURL(_level0.clickTag,"_blank");
}
```
- A standard GIF or JPG ad must accompany any rich media ad submitted for when a user does not accept rich media ads

EXPANDABLE BANNER ADS

Expansion must be user initiated. If ad includes sound or video, also must be user initiated (see video/audio requirements above)

- **Ad Units:** 728x90 and 300x250
- **Leaderboard Expanded Size:** 728x180 max and expands down only
- **Block Expanded Size:** 600x250 max and expands left only
- **Max File Size:** 75k (at full expansion)
- **Back-up GIF files** and a **URL** are still required
- Minimum Flash version acceptable is **Flash V4**
- **JavaScript functions** to show and hide expand must be included in the swf code

VENDOR SOLUTIONS CENTER & VENDOR TEXT ADS

VENDOR SOLUTIONS CENTER	VENDOR TEXT ADS
<ul style="list-style-type: none"> • Logo Size: 240x45 • Logo Format: JPG, GIF, Animated GIF • Text: 150 words max 	<ul style="list-style-type: none"> • Line 1: 70 characters max, plus hyperlink • Line 2: 86 characters max, no hyperlink

Note: Preview image of section lander on new web site launching 2012

Government Executive

TODAY



PROBLEMS VIEWING?
VIEW AS A WEB PAGE

NOVEMBER 11, 2011

TOP STORIES

Anti-tobacco groups praise bill to ban smoking in federal buildings
California Democrat offered legislation after Obama declined to issue an executive order... [FULL ARTICLE](#)

Life insurance premium changes on the way for some feds
Affected employees and retirees will see decreases or increases depending on their plans... [FULL ARTICLE](#)

Measure targeting workers comp benefits draws criticism
Unions oppose the proposal to reduce income of retirement-age FECA beneficiaries to no more than they would receive under a normal federal retirement plan... [FULL ARTICLE](#)

The IRS performed well in aftermath of Texas plane attack, auditors say
Response to 2010 terrorism incident required safeguarding taxpayer data and treating traumatized employees... [FULL ARTICLE](#)

Defense agency eyes tablets and smartphones for Europe, Mideast and Africa
Planned procurement is viewed as endorsement of Apple and Google products for eventual global use... [FULL ARTICLE](#)

YOUR AD HERE...

Excellence in Government

The public is demanding efficiency. How can your agency deliver? Register now for the Efficiency Imperative, Nov. 17 in Washington, D.C.

Upcoming Events

- [Excellence in Government Performance & Management: The Efficiency Imperative](#)

Latest Reports

- [New Federal CIO Steven VanRoekel's Agenda: Implications for the Future of Federal IT](#)
- [If You Build It, Will They Download? The Benefits and Challenges of Government Mobile Apps](#)

FEDBLOG

Umm, What Three Agencies Would I Kill Again?

OK, on one level it's funny watching Rick Perry stumble over himself trying to remember exactly which three federal agencies he has pledged to kill... [FULL ARTICLE](#)

EXECUTIVE COACH

What Did He Know and When Did He Know It?

In the days of the Watergate hearings, Senator Howard Baker became famous for asking the question, "What did the President know and when did he know it?" Today, the same question is being asked about Penn State football coach Joe Paterno and administrative officers at the University. It's easy enough to find the details about the horrific sexual abuse allegations and indictment against a former top assistant to Paterno so there's no need to recap them here... [FULL ARTICLE](#)

TECH INSIDER

Interior Launches New Crowdsourcing Map Portal

The Interior Department launched a new Web tool Thursday that pulls together a slew of interactive, government-produced maps that users can mash together and lay their own data on top of... [FULL ARTICLE](#)

...AND HERE

Today's Column: Retirement Planning

11.11.11 Edition

Eleven things federal employees who have served in the military should know... [FULL COLUMN](#)

The Earlybird: Today's headlines

[Get links to the top news of the day](#)

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Government Executive Media Group 800 New Hampshire Avenue, NW Washington, DC 20007

eNEWSLETTERS: TEXT ADS

- Emails are sent in HTML format
- Text: 75 words, plus up to 3 URLs and 3 colors
- Logo: (1) 240x45 logo; advertiser is responsible for resizing
- Logo File Format: GIF, JPEG, and Animated GIF (15k max)
- 3rd Party Tags/Rich Media not accepted for eNewsletter text ads
- Please email copy as 2 attachments: a Word Document with the text, and a JPEG or GIF file with the logo
- Creative due 3 days prior to drop date

eNEWSLETTERS: BANNER ADS

- Emails are sent in HTML format
- Ad Units: 300x250 and 600x74
- File Formats: GIF, JPEG, and Animated GIF
- Recommended Max File Size: 15k
- 3rd Party Tags/Rich Media not accepted for eNewsletter banner ads
- Creative due 3 days prior to drop date

WELCOME ADS

- Ad Unit: 640x480
- File Format: GIF, JPEG, Animated GIF, Rich Media, Third Party Tags, Flash
- File Size: max 75k
- Duration: 15 seconds max
- Creative due 3 days prior to launch date

Send all creative files to Lisa Leonard at lleonard@govexec.com a minimum of 3 days prior to drop date, and call 202-266-7194 with any questions.