

BREAKING NEWS

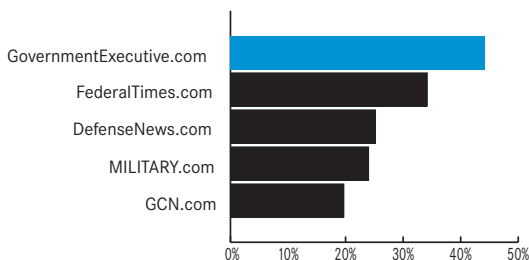


MARKETING BENEFITS

- Exceptional reach toward engaged federal executives—all subscribers are opt-in
- Outstanding open and click-through rates providing unmatched visibility for your message
- High visibility through 2 ad placements in each alert
- Continuous visibility throughout the year*
- Visibility across the GovernmentExecutive.com audience through exclusive Welcome Ad, resulting in 30,000+ impressions per day

#1 Among Federal Decision Makers

% of Federal Managers with Annual Purchasing Involvement of \$1 Million or Higher who Visit Individual Websites¹



¹ Market Connctions, Inc., 2011.

² Circulation based on 3 month average.

For the first time ever, Government Executive media group is offering the unprecedented opportunity to reach over **115,000²** opt-in subscribers through our new Breaking News Alerts. Throughout the year, Breaking News Alerts will be sent at the discretion of our editorial team to inform our readers of hyper-timely news affecting the federal government. Our Breaking News Alerts provide an outstanding opportunity to reach a highly-engaged and targeted federal audience to:

- Achieve unmatched brand visibility
- Generate qualified leads
- Drive traffic to your website
- Demonstrate thought leadership

Deliver your message directly to the inbox of opt-in subscribers. With exceptional open and click through rates, you are assured that your company's message is reaching the federal decision making class.

PACKAGE BENEFITS

- % of the Exclusive sponsorship of Breaking News Alerts throughout 2011*:
 - Guaranteed minimum of 10 alert sponsorships
 - Huge up-side potential - your package includes up to 20 alerts!
- Each alert is deployed to **115,000²** opt-in subscribers
 - Incredible reach and performance
 - 2011 average open rate: **17%**
 - 2011 average click through rate: **33%**
- 1 Welcome Ad sponsorship on GovernmentExecutive.com resulting in 30,000+ impressions per day
- Update your creative every month to ensure fresh & timely messaging

RECENT EXAMPLE

The screenshot shows an email from Government Executive. The main headline is "President issues call for 'leaner' government". Below the headline, there is a byline "By Kellie Lunney and Tom Shoop" and a short paragraph of text. To the right of the main text, there are two call-to-action buttons: "EXCELLENCE" with "43 clicks : 8.47%" and "GOVERNMENT" with "178 clicks : 1.84%". At the bottom of the email, there is a footer with "Subscriptions | Customer Service | Unsubscribe | Contact the Editor" and a note: "This message was sent from GovExec.com to @(delivery_email)@. You have been sent this newsletter because you have opted in to receive it."

INVESTMENT: \$50,000

*Package includes a minimum of 10 Breaking News Alerts over at least 3 months; maximum of 20 Breaking News Alerts by end of year.