



UNPRECEDENTED LEAD GENERATION OPPORTUNITY

Government Executive's "Federal Managers' Top Five" product features monthly downloadable PDFs offering federal managers access to lists of need-to-know federal best practices, statistics, tips and trends. Each monthly top five list will be created by Government Executive's award winning editorial staff and will feature insight into a key area of interest for federal executives, which our online audience will then be invited to download.

Underwriters of Federal Managers' Top Five are guaranteed hundreds of leads through user downloads. Also, your company will receive exclusive ownership—100% share of voice—of your selected topic toward our online audience across a full month.

FEDERAL MANAGER'S TOP FIVE PROGRAM OVERVIEW

- **MANAGER TOPICS:**
 - EXCLUSIVE SPONSOR
 - 500 Leads: \$15,000
 - 1,000 Leads: \$20,000
 - CLASSIC SPONSOR (2-3 Sponsors)
 - 250 Leads: \$7,500
 - 500 Leads: \$10,000
- **TECHNOLOGY OR DEFENSE TOPICS**
 - EXCLUSIVE SPONSORSHIP ONLY:
 - 250 Leads: \$15,000
 - 500 Leads: \$20,000
 - \$15 per additional lead over 500

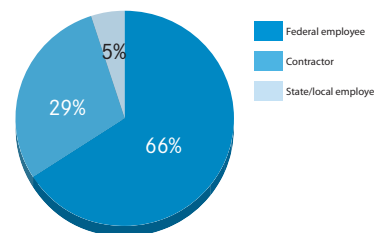
MARKETING BENEFITS

- **Unmatched lead generation**—your company will receive hundreds of targeted leads for your chosen topic
- **100% share of voice on your topic** across an entire month on the #1 federal web site¹
- **Unmatched branding** toward federal decision makers—more than any other web site¹
- **Built-in audience marketing campaign** including GovExec.com homepage visibility, eNewsletter sponsorship and more
- **Turn-key packaging** provides complete topic ownership through a single cost-effective and powerful program

- Exclusive branding on Federal Managers' Top Five landing page and downloaded Top Five pdf, including your company's ad at the end of the document
- Additional promotion across our web sites, editorial eNewsletters, social media outlets, and more
- Opportunity to post a whitepaper for co-registration
- Optional lead nurturing package*
- Optional 2-page spread in magazine, including Top Five list and your company's full page ad*

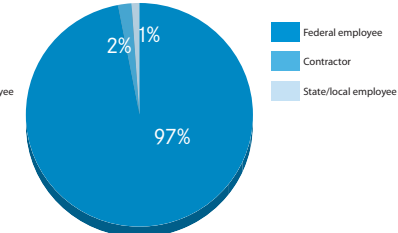
PAST FEDERAL MANAGER'S TOP FIVE CASE STUDIES:

Five Top Cloud Computing Breakthroughs²



- 27 Different Federal Agencies
- 46 Different US States
- 15% in Technology Positions
- 45% Opted-In for Whitepaper Download

Five Things to Remember About Health Insurance and Retirement²



- 28 Different Federal Agencies
- All 50 US States

¹ Market Connections, Inc., 2011.

² Campaign lead data

*For additional cost.

FEDERAL MANAGER'S TOP FIVE CALENDAR

MONTH	MANAGEMENT TOPICS	TECHNOLOGY TOPICS
JANUARY		
FEBRUARY		5 Predictions For Mobility In 2012 5 Things Aspiring CIOs Need to Know
MARCH		5 Big Cloud Migration Projects 5 Big Data Center Consolidation Projects
APRIL	5 Things Citizens Demand From Government	5 Tips for Managing Teleworkers
MAY	5 Performance Measurement Trends	5 Open Government Trends
JUNE	5 Ways To Reward Rising Stars	5 Innovative Uses of Social Media in Government
JULY	5 Ways The Obama Administration Has Changed Government	5 Technology Imperatives For The Next President
AUGUST	5 Innovations In Federal Management	5 Things You Need to Know About Big Data
SEPTEMBER	5 Agencies Leading The Way In Hiring Reform	5 Trends in Health IT
OCTOBER	5 Ways To Deal With Problem Employees	5 Trends in Federal Cyber Security
NOVEMBER	5 Big Green Government Initiatives	5 Innovative Government Websites
DECEMBER	5 Health Insurance Open Season Tips	5 Technologies Making Government Greener

BONUS DEFENSE TOP FIVE

MONTH	TOPIC
OCTOBER	5 Ways Technology Is Changing Defense Operations
NOVEMBER	5 Things To Watch In 2013 Defense Budget
DECEMBER	5 Trends in Defense Management

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UNDERWRITTEN BY
BlueCross BlueShield
Federal Employee Program

5 Things to Remember About Health Insurance and Retirement

November 2011
By Tammy Flanagan
National Institute for Transition Planning
www.nitpinc.com

Each year, federal employees get the opportunity to review their coverage choices under the Federal Employees Health Benefits Program and the Federal Employees Dental and Vision Insurance Program. For those thinking about retiring in the near future, it's especially important to consider your options.

Here are ten very important concepts to keep in mind.

FIVE YEAR TEST — In order to carry FEHBP coverage into retirement, a federal employee must have been continuously enrolled (or covered as a family member) in an FEHBP plan (not necessarily the same plan) for the five years of service immediately preceding retirement -- or if less than five years, for all service since his or her first opportunity to enroll. It's important to understand exactly what this means. For example, suppose "Jerry" was rehired in 2010 as a federal employee after a 20-year break in service, and has decided to retire in 2012. Jerry is over age 62 and has more than five years of federal civilian service, including his previous service. Jerry reenrolled in FEHBP when he was rehired in 2010 and he had coverage during his previous service. Even though Jerry hasn't been reemployed for five years, he will be permitted to count his previous service towards the five-year test.

IMMEDIATE RETIREMENT — Another requirement to continue FEHBP in retirement is that you are retiring on an "immediate" retirement. This simply means that you are eligible to retire when you leave federal service -- you have met the age and service requirements for regular, early or disability retirement. An employee who resigns and is eligible to apply for a deferred retirement later, but is not old enough, or does not have enough service to retire immediately, would not be considered eligible to continue FEHBP coverage. If an employee resigns from federal service without being eligible for immediate retirement, then he or she would need to be rehired to reinstate FEHBP coverage.



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5 Federal Cloud Computing Breakthroughs

Last summer, David McClure, deputy administrator in the Office of Citizen Services and Innovative Technologies at the General Services Administration, spoke before a House subcommittee on the topic of cloud computing. The approach "enables convenient, rapid, and on-demand computer network access ... to a shared pool of configurable computing resources," he said, calling this new way of delivering computer resources "revolutionary."


In McClure's estimation, cloud computing represents an opportunity for the federal government "to close the IT performance gap."
Following are 5 examples of how agencies are doing that.

FOREST SERVICE



To better support its 32,000 employees, the Department of Agriculture's U.S. Forest Service has put in place an on-demand, cloud-based knowledge management system delivered by IBM and RightNow, a company that develops online self-service products. The new system has improved the efficiency of the agency's help desk function, reducing by 10 percent the volume of calls from employees and the number of people that the help desk and 300 IT support staff can serve. The new system is also easier to update.

DEFENSE INFORMATION SYSTEMS AGENCY



The cloud-based Gig Content Delivery System allows DISA's customers to access files without network access or origin servers, greatly reducing the need for additional infrastructure, such as greater bandwidth or file-storage capacity. In one case, the GCDS obviated the need for a DISA customer to install 500 servers worldwide. The technology "leverages proprietary routing algorithms that dynamically and optimally route traffic across the Defense Information Systems Network, even as network conditions change," DISA says.