

PUT YOUR COMPANY FRONT AND CENTER ON THE #1 FEDERAL WEBSITE!¹

Reach GovExec.com's powerful audience of high-ranking federal government employees with this unique opportunity! A Welcome Ad on GovExec.com gives you 100% share of voice on the premier destination for news and analysis on the government market.

Welcome Ads offer the largest ad space available and have the most impact for advertisers, garnering the highest response rates. Your Welcome Ad will appear within a dedicated splash page the first time each user visits the site each day.

MARKETING BENEFITS

GovExec.com Welcome Ads offer advertisers unique benefits such as:

- **Exclusive visibility** across the GovExec.com audience, resulting in 30,000+ impressions per day
- **Exceptional click-through rates**
- **Largest ad size available** to portray your company's brand and message
- **Flexible daily rates** to allow targeted programs

THE #1 SITE VISITED BY FEDERAL DECISION-MAKERS¹

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

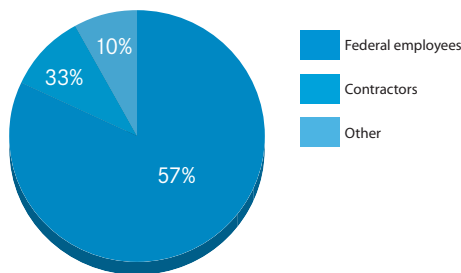
100% SHARE OF VOICE TOWARD THE MOST POWERFUL FEDERAL AUDIENCE ONLINE

WELCOME AD SPECIFICATIONS

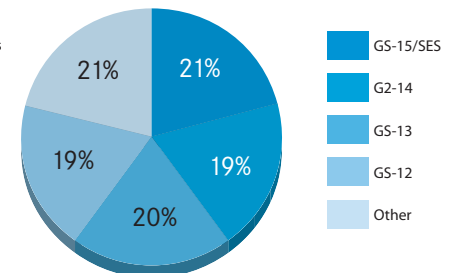
SPECIFICATIONS	FORMAT
AD UNIT	640 x 480
FILE FORMAT	GIF, JPEG, Animated GIF
FILE SIZE	75k max

CONTACT US NOW TO RESERVE YOUR WELCOME AD TODAY.

Visitor Employment²



Federal Visitor Job Grades²



¹ Federal Media Habits Study, Market Connections, Inc., 2010.

² GovernmentExecutive.com Audience Study, 2010.