



ONLY THREE COMPANIES WILL BE SELECTED FOR THIS CHANCE TO DOMINATE HEALTH IT IN 2012!

MARKETING BENEFITS

3 UNDERWRITER PROGRAMS AVAILABLE

- **Dominant thought leadership** positioning across the Health IT discussion on the #1 media resource for federal decision makers¹
- **Powerful lead generation** toward federal managers interested in Health IT as underwriter of our special editorial webinar
- **Integrated media program** delivering maximum ROI on brand on lead generation
- **Turnkey packaging** allowing you to own the Health IT topic throughout 2012 via a single cost-effective program

Government Executive Media Group has created the Health IT Platform—a turnkey, integrated media program providing three companies with unprecedented ownership of this topic throughout 2012.

This powerful marketing program will provide three companies with dominant thought leadership positioning on Health IT across the #1 media resource for the federal government. Companies will receive exceptional visibility throughout the entire year as well as powerful lead generation opportunities toward federal decision makers involved in Health IT investments.

YOUR CHANCE TO DOMINATE HEALTH IT

SAMPLE PROGRAM	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
PRINT							█					
NEXTGOV.COM HEALTH IT BLOG	█											
E-NEWSLETTERS HEALTH IT	█			█			█				█	
EVENTS EDITORIAL WEBINAR								█				

Exact schedule of program to be determined.

1 of 3 Underwriter Programs; Each Program to Run Across 12 Months		Value
Print		
Government Executive	• 1 full page ad adjacent to feature on Health IT	\$15,000
Online		
Nextgov.com Health IT Blog	• Road block of Health IT Update Blog (1 of 3 rotating across 12 months)	\$5,000
Nextgov.com Health IT eNewsletter	• 4 Exclusive sponsorships of the Health IT eNewsletter, reaching 15,000+ opt-in subscribers ² (deploys the 1 st and 3 rd Tuesday of the month)	\$20,000
Events		
Editorial Webinar	• 1 of 3 Classic Underwriter webinar packages; includes position in post-event lead nurturing email	\$8,000
Program Value		\$48,000
Program Cost		\$44,000

86%

of federal decision makers say they are more likely to remember a company’s brand and solutions when they see its messages across multiple industry-specific media such as print, online and events.³

¹Market Connections, Inc., 2011 and BPA Worldwide, June 2011.

²Circulation based on 3 month average.

³Forrester Research, Inc., 2009.