



ONLY THREE COMPANIES WILL BE SELECTED FOR THIS CHANCE TO DOMINATE FEDERAL MOBILITY IN 2012!

MARKETING BENEFITS

3 UNDERWRITER PROGRAMS AVAILABLE

- **Dominant thought leadership** on the mobility topic on the #1 federal media platform.¹
- **Powerful lead generation** through out nationwide webinar and syndicated research downloads.
- **Unmatched reach** toward federal IT purchase influencers.¹
- **Turn-key packaging** allowing you to own the mobility topic via a single, cost-effective program.

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

OMB has identified telework and mobile tools as key solutions for driving the gains in productivity which are needed to meet increasing demands for agencies to do more with less.

YOUR CHANCE TO DOMINATE FEDERAL MOBILITY

SAMPLE PROGRAM	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
PRINT		█										
NEXTGOV.COM ONLINE REPORT		█										
NEXTGOV.COM ROS	█	█	█	█	█	█	█	█	█	█	█	█
E-NEWSLETTERS WIRED WORKPLACE				█							█	
EVENTS EDITORIAL WEBINAR									█			
GBC RESEARCH SYNDICATED RESEARCH STUDY & IN-PERSON CUSTOM PRESENTATION												█

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 in Government Executive adjacent to feature on Mobility	\$15,000
Online		
Nextgov.com Online Report	• Exclusive roadblock of Special Report (1 of 3 underwriters in rotation)	\$5,000
Nextgov.com	• 100k ROS impressions across 12 months	\$5,000
Nextgov.com Wired Workplace	• 2 Exclusive sponsorship of the popular Wired Workplace Today eNewsletter	\$10,000
Events		
Editorial Webinar	• 1 of 3 Underwriters of editorial webinar on Mobility • Includes position in post-event lead nurturing email	\$8,000
Research		
GBC Research	• 1 of 3 underwriters of GBC syndicated research study on mobility; includes in-person custom presentation.	\$15,000
Program Value		\$58,000
Program Cost		\$47,500

¹Market Connections, Inc., 2011.

¹Circulation based on 3 month average.