

BANNER IMPRESSIONS		
STYLE	DIMENSION	ROS (CPM)
1/2 PAGE TOWER	300x600	\$85
BLOCK	300x250	\$75
LEADERBOARD	728x90	\$65

CREATIVE AD SIZES	
STYLE	DIMENSION
1/2 PAGE TOWER	300x600
BLOCK	300x250
LEADERBOARD	728x90

SECTION SPONSORSHIPS	PER WEEK	PER MONTH
HOME PAGE	\$8,000	\$25,000
WHAT'S BREWIN': DEFENSE IT	\$4,000	\$20,000
TECH INSIDER	\$4,000	\$20,000
WIRED WORKPLACE	\$4,000	\$20,000
THE BASICS: INDIVIDUAL TOPICS		\$1,000 (min. 3 mos.)

OTHER OPPORTUNITIES		
STYLE	DIMENSION	PER DAY
WELCOME AD	640x480	\$1,500
SPONSORED LINKS	Text	\$3,000/month

eNEWSLETTERS & eCOLUMNS	DAILY SUBS*	DROP DATE	PER DAY EXCLUSIVE
NEXTGOV TODAY	60,000+	Monday-Friday	\$5,000
IT SECURITY	23,000+	Wednesday	\$4,000
NEXTGOV MOST POPULAR	67,000+	Friday	\$5,000
DEFENSE IT: WHAT'S BREWIN'	39,000+	Monday	\$5,000
HEALTH IT	18,000+	The 1st and 3rd Tues. of each month	\$5,000

## EMAIL NEWSLETTER SPECS

### TEXT ADS

- Sponsorship text is limited to 75 words (This does not include "brought to you" line or URL's).
- Emails are sent in HTML format
- GIF, JPEG, and animated GIF files accepted for logos
- Logo size: 240x45 pixels. (Advertiser is responsible for resizing logo)
- Colored text is accepted (up to 3 colors only)
- Three URL links only

### BANNER ADS

- Sizes: 300x250 and 728x90
- Emails are sent in HTML format
- GIF, JPEG, and animated GIF files accepted
- Recommended max size: 15k
- Rich Media/3rd party tags not accepted for email newsletters

## ONLINE SPECIFICATIONS

### FILE FORMATS

- JPEG, GIF, Flash, Animated GIF, 3rd Party Tags
- Max file size: 75k

## SEND CREATIVE

Email creative 3 days prior to drop date.  
Please send to:

**LISA LEONARD**  
Email: [lleonard@govexec.com](mailto:lleonard@govexec.com)

Email text ads as 2 attachments:

- 1) Word document with text
- 2) JPEG or GIF with logo