

Government Executive

THE CLOUD IMPERATIVE

MARCH 1, 2012

MARKETING BENEFITS

1 PREMIER UNDERWRITER PROGRAM AVAILABLE

- **Unprecedented visibility** in the #1 magazine read by federal managers¹
- **Powerful thought leadership** positioning in print and online
- **Unmatched reach** toward federal IT purchase influencers
- **Turnkey packaging**

**ISSUE: MARCH 1
AD CLOSE: FEBRUARY 8**

ONLY 1 COMPANY WILL DOMINATE OUR SPECIAL FOCUS ISSUE ON CLOUD COMPUTING THIS MARCH.

CONTACT US TODAY.

Government Executive Media Group announces the launch of a new special focus issue, The Cloud Imperative, and with it a new marketing program designed to provide unprecedented positioning in the #1 magazine and #1 web site read by federal decision makers¹.

This unprecedented issue, produced by the best editorial team in the market, will include a comprehensive report on federal cloud computing. It will feature case studies of successful cloud migrations, an examination of management issues raised by the shift to the cloud, and a look at the future of cloud security standards.

A POWERFUL INTEGRATED MARKETING PROGRAM ANCHORED IN OUR NEW SPECIAL FOCUS ISSUE

YOUR PREMIER PACKAGE INCLUDES:

Print

Position as premier underwriter of *Government Executive's* special focus issue, The Cloud Imperative, to be published on [March 1, 2012](#).

- 2-page spread featuring your ad next to a full page interview of your subject matter expert (facilitated and produced by our research division - see details below)

Online

1. Exclusive underwriter for Industry Perspectives program on Cloud Computing on Nextgov.com

- Place your subject matter expert (SME) directly in front of our audience through a custom "Industry Perspectives" interview facilitated by our research division, Government Business Council. Your SME interview will be published on a dedicated page on Nextgov.com and will include the Q&As along with the photo and brief bio of your SME and your company logo.
- The program will be promoted across our portfolio.

2. 100% roadblock of The Cloud Imperative online report on Nextgov.com throughout March.

3. Exclusive sponsorship of our powerful *Government Executive* Preview eNewsletter reaching over 55,000 opt-in subscribers.

4. Bellyband sponsorship of the *Government Executive* Digital Magazine reaching over 15,000 opt-in subscribers.

Value	\$56,500
Investment	\$45,000

¹Market Connections, Inc., 2011. ²Circulation based on 3 month average.