



Would you like federal decision makers to have a better understanding of your company? Place your corporate profile in *Government Executive* and reach our average issue audience of over 269,500 readers² with a substantive corporate branding message.

ENGAGE OUR DISCRIMINATING AUDIENCE

When looking for a solutions provider, federal decision makers ask a number of critical questions:

- How is doing business with your company good for my agency?
- What are your firm's experiences and successes in the public sector?
- How is your company uniquely positioned against competitors?
- Why should my agency expand its business with you?

A Corporate Profile in *Government Executive* is an exceptional way to anticipate these concerns and to articulate your company's solutions to key decision makers, including over 95% of the Senior Executive Service.³

PROFILE YOUR BUSINESS IN THE #1 PUBLICATION READ BY FEDERAL DECISION MAKERS¹

PRODUCTION GUIDELINES

- Email all artwork and text to mspringer@govexec.com
- Text should be emailed in a Microsoft Word document. Text should be 450 words or less.
- One logo per profile—must be high resolution (300 dpi or higher) and saved as a JPEG, TIFF or EPS—can be submitted.
- One photo per profile can be submitted and must be high resolution (300 dpi or higher), at least 3" by 5" in dimension and must be saved as a JPEG, TIFF or EPS. Captions should accompany photos.
- Ads will be formatted to comply with the designed templates.
- Please send contact information with your company's profile.

PACKAGE ELEMENTS*

	FIRST PAGE	EACH ADDITIONAL PAGE	POSTING OF PROFILE ON GOVERNMENTEXECUTIVE.COM for 6 months plus 100K banner impressions
SPREAD 1	Earned Rate	33% discount off earned rate	\$5,000
SPREAD 2	Earned Rate	50% discount off earned rate	\$4,000

* Packages are available in all 2011 issues.



¹ Federal Employee Media Study, Market Connections, 2011.

² BPA Worldwide statement, June 2011 & Signet Research, Inc., 2011.

³ BPA Worldwide, Dec 2010 & OPM, 2010.