



MARKETING BENEFITS

- **Unmatched thought leadership positioning**—your company expert receives prominent visibility on the #1 federal technology web site
- **100% share of voice on your topic** on the #1 federal technology web site¹ during your program period
- **Unmatched reach toward federal IT purchase influences**—reaching more than any other web site¹
- **Built-in audience marketing campaign** including Homepage visibility, eNewsletter sponsorship, and more
- **Turn-key packaging** provides complete topic ownership through a single cost-effective and powerful program

**UNPRECEDENTED THOUGHT LEADERSHIP.
100% SHARE OF VOICE.
UNMATCHED REACH.
COMPLETE TOPIC OWNERSHIP.**

¹ Market Connections, Inc., 2011.

WHAT IF YOUR COMPANY'S SUBJECT MATTER EXPERT COULD TALK TO THOUSANDS OF FEDERAL DECISION MAKERS¹?

NOW THEY CAN.

A HIGHER LEVEL OF FEDERAL THOUGHT LEADERSHIP

Industry Perspectives are online Q&A interviews with subject matter experts on key issues facing the federal government. For the first time ever, Nextgov.com is inviting industry subject matter experts (SMEs) to provide their expertise directly to our audience. This is your chance to place your company's expert front and center on the #1 federal technology site visited by federal IT managers¹.

Through this program, your company will receive the unprecedented opportunity to showcase your thought leadership by creating a custom interview which will be published on a dedicated page on Nextgov.com as well as in a full page advertorial in *Government Executive* magazine. You have the option of developing your own content with guidelines and examples provided by Government Executive Media Group, or enlist the consultation of our research division, Government Business Council (GBC) to collaborate with our federal research experts in developing the key questions and answers that will resonate most with our audience.

YOUR INDUSTRY PERSPECTIVES PROGRAM INCLUDES:

- Dedicated page for your SME interview on Nextgov.com for 2 weeks
- Full page advertorial in *Government Executive* magazine featuring summary of your SME's interview
- Featured position on our Industry Perspectives landing page on Nextgov.com
- Audience development program to drive visitors to your page, including homepage visibility, promotion in eNewsletters, and more
- Ongoing placement in our Industry Perspectives Archives for 3+ months

ON
NEXTGOV.COM



IN
GOVERNMENT EXECUTIVE MAGAZINE



UNDERWRITER BENEFITS

PACKAGE INCLUDES	PACKAGES	
	PREMIER	CLASSIC
EXCLUSIVE OWNERSHIP OF YOUR INDUSTRY PERSPECTIVES TOPIC for 2 weeks. No other Industry Perspectives program will run on the same topic during or adjacent to this period.	◆	◆
DEDICATED PAGE ON NEXTGOV.COM FEATURING YOUR EXPERT Q&A. Your discussion will be published on its own page and will include the Q&As along with the photo and brief bio of your subject matter expert and your company logo.	◆	◆
CONTENT DEVELOPMENT ASSISTANCE. Our gold standard research division, Government Business Council (GBC), will facilitate the development of a custom Q&A with your SME on your selected topic. GBC will consult with your SME to help define compelling questions which resonate with our audience of federal managers.	◆	
CONTENT GUIDELINES PROVIDED. To assist you in creating your content, GE will provide you with a suggested timeline and guidelines with example language, recommendations on what resonates most with our audience and tips to highlight your solution's competitive advantage in the market.		◆
A DEDICATED PROJECT MANAGER will coordinate the content development process across the GBC content development team, <i>Government Executive's</i> web and design teams with your marketing lead to assure a turn-key experience highlighting your SME's experience in front of our audience of key decision-makers.	◆	
FEATURED POSITIONING ON NEXTGOV.COM. Your custom Q&A will be featured on our Industry Perspectives section landing page for 2 weeks. You will receive a page roadblock with banner ads, as well as homepage visibility through a promo module on Nextgov.com.	◆	◆
TURN-KEY AUDIENCE MARKETING to drive visitors to your page. <i>Government Executive</i> Media Group will promote your Industry Perspectives page to our entire audience through: <ul style="list-style-type: none"> • Visibility on Nextgov.com homepage via Industry Perspectives module • 1x exclusive sponsorship of an editorial eNewsletter promoting your program • Promotion across Nextgov social media assets, including Facebook and Twitter 	◆	◆
ONE-PAGE ADVERTORIAL IN GOVERNMENT EXECUTIVE MAGAZINE including an introduction of your Industry Expert and selected questions and answers from your Industry Perspectives interview.	◆	◆
ONGOING PLACEMENT IN OUR INDUSTRY PERSPECTIVES ARCHIVES FOR 3+ MONTHS. After your program has completed, we will continue to maintain your page and promote it within our archived Industry Perspectives listing located on the main Industry Perspectives landing page.	◆	◆
INVESTMENT	\$20,000	\$15,000