

Thought Leadership Profiles

Influence the Influential

Thought Leadership Profiles are strategically content driven to position your company as an expert on a particular subject or technology area.

Leveraging our unique understanding of the C-level's information needs, we will design a compelling message that illuminates how your thought-leadership expertise aligns with the most pressing issues on the CIO's agenda.

The final product — designed in 2-16-page formats — will provide high-impact definition to your value proposition supported by government reference accounts and testimonial.

We will insert and distribute your piece across our *Public CIO* readership, pushing the customer to take the extra step to learn more about your in-depth expertise and solutions. For expanded reach and impact, you will also receive 18 months of exposure on public-cio.com.

Our surveys consistently validate that government wants proof that companies understand the dynamics of the government marketplace, and that agencies have successfully deployed your technologies.

93% choose case studies as their preferred method for learning about successful IT implementations.

*Fall 2007 Government Technology
Harvey AdQ Study*

100% Turnkey

Our expertise and high-quality production have resulted in an impressive client base and return customers.

- Dedicated Project Management
- Creative Design Services
- Content Support/Interviews/
Writing/Editing
- Government Testimonial Releases
- Printing/Distribution
- Customer Overruns

