

## Reach

the most comprehensive audience of local government technology thought-leaders, influencers and procurers.

## Engage

city, county and regional leaders on how your solutions are critical to shaping their technology future.

## Accelerate

market credibility in the mission critical publication dedicated to the business of technology for local governments.

## For more information

Contact Shannon Durham at 877.932.1337 or [sdurham@govtech.com](mailto:sdurham@govtech.com)

Corporate Office  
100 Blue Ravine Road, Folsom, CA 95630  
Phone: 800.940.6039, Fax: 916.932.1470  
[www.govtech.com](http://www.govtech.com)

Digital Communities is a division of e.Republic, Inc.  
Published by Government Technology | [www.digitalcommunities.com](http://www.digitalcommunities.com)



## 2008 MAGAZINE MEDIA KIT

Technology Strategies and Solutions for Local Governments



# Capture the **Local** Government Opportunity



**“It is imperative that today’s communities adopt digital technologies to effectively serve their constituents.”**

ANGELA SMITH, DEPUTY DIRECTOR OF WASHINGTON COUNTY DEPARTMENT OF PERMITS AND INSPECTIONS

## 2008 Rate Card

	1X	4X	8X
Full Page	\$12,450	\$11,405	\$10,695
1/2 Page	\$9,250	\$ 8,135	\$7,590
1/3 Page	\$ 6,720	\$ 6,120	\$5,705

### Special Positioning (includes 4C)

Back Cover	\$17,310	\$17,205
Inside Front Cover	\$16,165	\$15,190
Inside Back Cover	\$14,965	\$13,850

### Color Rates

Four Color Process (per page or portion)	\$1,975
Four Color Spreads	\$2,820

*Combination rates available with Government Technology, Public CIO, Emergency Management and Texas Technology. Rates gross unless otherwise noted.*

## Editorial Calendar & Publishing Schedule

### March

Public Safety/Emergency Response  
Space Close: 1/17  
Materials Due: 1/22

### June

Wireless and Mobile Workers  
Space Close: 4/18  
Materials Due: 4/23

### September

Citizen Engagement  
Space Close: 7/18  
Materials Due: 7/23

### December

Economic Development  
Space Close: 10/17  
Materials Due: 10/22

# IT Thought-Leadership Strategies & Solutions

*Digital Communities* identifies the hottest technology trends and mission-critical issues at the forefront of cities, counties and regions. Through insightful reporting, best practices and effective case studies, *Digital Communities* leads the dialogue on the job critical role IT will play in facilitating 21<sup>st</sup> century governance, community involvement and prosperity.

## Key Editorial Themes

Our editorial focuses on key areas of local government investment including:

### Emergency Consolidation, Regionalization and Virtualization

Interoperability technologies  
Consolidated data centers & resources  
Telemedicine applications  
Shared data resources and access

### Public Safety/Emergency Response

Wi-Fi  
Public alert systems  
Interoperability technologies  
Creditation applications  
GIS/GPS applications

### Municipal Wireless and Mobility

Wi-Fi/WiMAX  
Telecommuting applications  
GPS applications  
Alert systems  
Wireless video applications

### Citizen Engagement

Citizen portals  
CMS applications  
311 applications  
GIS applications  
Public polling/public forum applications

*\*Themes subject to change as task forces emerge*



## Digital Communities:

### Facilitates the Technology Transformation of Local Governments

Cities and counties take the lead in harnessing mobile and wireless technologies, from improving efficiencies and security to bridging the digital divide. In other areas, communities are coming to the fore to drive both strategic thinking and on-the-ground technological innovations.

*Digital Communities* magazine guides local governments in exploring and sharing experiences and best practices beyond just infrastructure and mobile innovations, but the job critical technologies for regionalization, sustainability and citizen engagement — all vital to improving the quality of life for 21<sup>st</sup> century communities.

Local governments are actively looking for technology solutions to solve the unique and urgent challenges they face. *Digital Communities* delivers your message to the most relevant and engaged audience of local government thought-leaders and influencers on the role your solutions can play in creative viable and vibrant cities, counties and regions.

**“...delivers your message to the most relevant and engaged audience of local government IT thought-leaders and influencers...”**

## Critical Challenges

### Emergency

Public Safety, Homeland Security and Emergency Medical Service

### Efficiency

Reducing Cost and Extending Reach of Government Service

### Employees

Mobile Workforce and Telecommuting

### Economy

Broadband Infrastructure and Global Competitiveness

### Environment

Green IT and Environmental Management Tools

### Education

K-12 E-learning Applications and Infrastructure

### Engagement

Community Building and Citizen Engagement

# Expansive IT Market

## with Growing Demand

Local government is where the heavy lifting in public-sector occurs. It is where real innovation is happening, where the daily lives of citizens are most affected and where billions of dollars in technology investments will be made in 2008.

**\$56.6 M**

Estimated Local IT Spend in 2008

**17% More RFPs**

Released by Cities and Counties than State Governments in a 12-month Window

### Powerful IT User Base

3,034	Counties
19,431	Municipal Governments
16,506	Townships
35,356	Special Districts
3,200	Public Housing Authorities
1,625	Public Institutions of Higher Learning
15,029	Public School Systems

**67% of the  
19M Public Sector  
Workforce is from  
Local Government**

Sources: Center for Digital Government;  
Federal Register, U.S. Bureau of Labor Statistics

We deliver local government's largest, dedicated audience of technology buyers and influencers.

## Unparalleled Local Government Visibility

*Digital Communities* gives you the most comprehensive reach to more than 50,000 local government thought-leaders, influencers and procurers — the most influential public-sector professionals who must stay on the cutting-edge of technological advances to solve the immediate challenges facing cities, counties and regions.

### Powerful Reader Snapshot

- Chief of Police, City of Redmond
- Chief of Transportation, County of Orange
- CIO, City of Houston
- CIO, City of Detroit
- Commissioner, City of Philadelphia
- Councilmember, Westchester County
- County Legislator, Jefferson County
- Director of Planning and Development, City of San Jose
- Director of GIS and Planning, Fulton County
- Director of Public Works, City of Columbus
- Emergency Preparedness Director, Wilson County
- Director, Department of Public Works, City of Los Angeles
- Information Systems Manager, Washington County
- Mayor, City of Indianapolis
- Mayor, City of Fort Lauderdale

### Reader Profile

**42%**

Admin/Policy Management/  
Elected Official

**19%**

Program/Professional  
Management

**14%**

Law Enforcement

**13%**

IS/Technical Management

Sources: January 2008 Publisher's Sworn Statement; Readers also include high-profile members of National League of Cities, U.S. Conference of Mayors, and National Association of Counties