

2008 Rate Card

Govtech.com

ROS includes all pages within govtech.com with the exception of road blocks, specialized pages and sponsorships.

Advertising Unit	Rotation	Specs (pix)	Rate	
Top Leaderboard	Standard/ROS	728 x 90	\$2,315	per month
			\$4,685	3 months
			\$7,605	6 months
			\$15,270	full year
	Home Page only	728 x 90	\$3,360	per month
	Home Page/ROS	728 x 90	\$5,205	per month
Bottom Leaderboard	Standard/ROS	728 x 90	\$1,850	per month
			\$3,750	3 months
			\$6,085	6 months
			\$12,215	full year
			\$2,315	per month
	Home Page/ROS	728 x 90	\$3,585	per month
Rectangles	ROS Only	300 x 250	\$4,500	per month
	Home Page only	300 x 250	\$5,620	per month
	Home Page/ROS	300 x 250	\$8,250	per month
Wide Skyscrapers	Home Page only	160 x 600	\$7,560	per month
	Home Page/ROS	160 x 600	\$8,245	per month
	ROS	160 x 600	\$4,150	per month
Top Right Button	Home Page only	120 x 90	\$5,670	per month
	Home Page/ROS	120 x 90	\$6,670	per month
Bottom Right Button	Home Page only	120 x 90	\$2,900	per month
	Home Page/ROS	120 x 90	\$3,300	per month
First Left Button	Home Page/ROS	160 x 120	\$5,500	per month
Second Left Button	Home Page/ROS	160 x 90	\$3,270	per month

Public-cio.com

ROS includes all pages within public-cio.com with the exception of road blocks, specialized pages and sponsorships.

Advertising Unit	Rotation	Specs (pix)	Rate	
Top Leaderboard	Home Page only	728 x 90	Reserved for sponsors	
	Home Page/ROS	728 x 90	Reserved for sponsors	
Bottom Leaderboard	Home Page only	728 x 90	\$950	per month
	Home Page/ROS	728 x 90	\$2,100	per month
Rectangles	Home Page only	300 x 250	\$2,250	per month
	ROS	300 x 250	\$1,800	per month
	Home Page/ROS	300 x 250	\$3,300	per month
Top Right Button	Home Page/ROS	120 x 90	\$2,665	per month
Bottom Right Button	Home Page/ROS	120 x 90	\$1,320	per month
First Left Side Button	Home Page/ROS	160 x 120	\$2,200	per month
Second Side Left Button	Home Page/ROS	160 x 90	\$1,100	per month
Wide Skyscrapers	Home Page only	160 x 600	\$3,025	per month
	ROS	160 x 600	\$2,000	per month
	Home Page/ROS	160 x 600	\$3,500	per month

All prices net unless otherwise noted. Pricing subject to change.

Maximize your state and local online reach and ROI today! Contact 877.932.1337 or getinfo@govtech.com

Emergencygmt.com

ROS includes all pages within emergency mgmt.com with the exception of road blocks, specialized pages and sponsorships.

Advertising Unit	Rotation	Specs (pix)	Rate	
Top Leaderboard	Home Page only	728 x 90	Reserved for sponsors	
	Home Page/ROS	728 x 90	Reserved for sponsors	
Bottom Leaderboard	Home Page only	728 x 90	\$950	per month
	Home Page/ROS	728 x 90	\$2,100	per month
Rectangles	Home Page only	300 x 250	\$2,250	per month
	ROS	300 x 250	\$1,800	per month
	Home Page/ROS	300 x 250	\$3,300	per month
Top Right Button	Home Page/ROS	120 x 90	\$2,665	per month
Bottom Right Button	Home Page/ROS	120 x 90	\$1,320	per month
First Left Side Button	Home Page/ROS	160 x 120	\$2,200	per month
Second Side Left Button	Home Page/ROS	160 x 90	\$1,100	per month
Wide Skyscrapers	Home Page only	160 x 600	\$3,025	per month
	ROS	160 x 600	\$2,000	per month
	Home Page/ROS	160 x 600	\$3,500	per month

Additional Products

Advertising Unit	Rotation	Specs (pix)	Rate	
Peel-Over Ad	Home Page	100 x 100 (teaser ad) 650 x 650 (expanded)	\$7,900	per month
Expandable Ad				
Leaderboard	Home Page only	728 x 90 728 x 210 (expanded)	\$6,200	per month
	Home Page/ROS	728 x 90 728 x 210 (expanded)	\$7,400	per month
Rectangle	Home Page only	300 x 250 300 x 500 (expanded)	\$7,025	per month
	Home Page/ROS	300 x 250	\$9,400	per month
		300 x 500 (expanded)		
Audio Broadcasts	Fixed on Resources Page.	Call for specs.	\$2,000	per month (advertiser supplied)
			\$6,000	per month (GT supplied)
Internet Seminars	N/A	N/A	\$25,500, 50 attendees	
Whitepaper/Asset Posting	Fixed on Resources Page.	Call for specs.	\$1,500	per month
			\$2,000	per month w/reg page
Geo Targeting	N/A	Call for specs.	Call for pricing.	
Keyword Targeting	N/A		Base price \$800 plus:	
		1 word or up to a 4 word phrase	\$500	net
		5 (1 word or up to a 4 word phrase)	\$2,300	net
		8 (1 word or up to a 4 word phrase)	\$3,800	net
Channel Roadblocks				
Top & Bottom Leaderboards	Fixed on channel.	728 x 90	\$7,500	per month
Wide Skyscrapers (2)	Fixed on channel.	160 x 600		
Rectangles (2)	Fixed on channel.	300 x 250		
Top Right Button	Fixed on channel.	120 x 90		
Microbar	Search Engine	Linked Logo/bar	\$3,900	per month
	PCIO Blog Sponsorship	Linked Logo/bar	\$3,900	per month
	Article Tool Kit Widgit	Linked Logo/bar	\$1,500	per month

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GTtv

Advertising Unit

Advertising Unit	Specs	Rate
Video Center-Site Sponsorship	Call for Specs	\$15,000/per month \$13,000/per month/3 month minimum \$10,000/per month/6 month minimum
Supplied Video Channel Sponsorship	Call for Specs	\$10,000/per month
Exclusive Channel Sponsorship	Call for Specs	\$6,000/per month \$5,000/per month/3 month minimum \$4,500/per month/6 month minimum
Client Supplied Video	Call for Specs	\$2,500 per month

Custom Content Programs

Advertising Unit

Advertising Unit	Specs	Rate
Registration Page	Call for Specs.	\$500 per month
Landing Page	Call for Specs.	\$1,500 per month
Resource Center	Call for Specs.	\$15,000 per month
Microsites	Call for Specs.	\$25,000 per month
My Briefcase Tech Primer	Call for Specs.	\$5,000 per month
My Briefcase Sole Sponsorship	Call for Specs.	Customized Pricing



eNewsletters

Government Technology Executive News (GTEN)

1 drop: per day	\$2,830
5 drops; per week	\$11,320
20-30 drops; per month	\$39,620

Homeland Report

Weekly; 1 drop	\$5,895
Monthly; 2 drops	\$11,790

Mobile Market News

Monthly	\$3,860
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Justice & Public Safety News (JPS)

Weekly; 1 drop	Call for rates.
Monthly; 2 drops	Call for rates.

Government Technology Security News (GTSN)

Weekly; 1 drop	\$4,245
Monthly; 2 drops	\$8,490

Public CIO Executive Update

Monthly; 1 drop	\$3,860
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Emergency Management

Monthly; 1 drop	\$3,860
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Local.US

Weekly; 1 drop	\$4,245
Monthly; 2 drops	\$8,490

Government Technology International (GTI)

Monthly; 1 drop	\$3,860
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Health and Human Services

Monthly; 1 drop	\$2,100
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California Report & the Western Region

Monthly; 1 drop	\$4,850
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Texas Report & the Southwest Region

Monthly; 1 drop	\$3,860
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Georgia Technology Report & the Southern Region

Monthly; 1 drop	\$2,100
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New York Report & the Eastern Region

Monthly; 1 drop	\$3,860
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Central Region Report

Monthly; 1 drop	\$2,100
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Custom Content eNewsletters

Monthly; 1 drop	\$3,860
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eNewsletters Specs

Approximate advertising space:	468 x 120 pix
Maximum size of logo and image:	4K each
Maximum total file size:	10K total
File type:	GIF format preferred
*If not create already, client has option to send up to 50 word profile and a logo.	

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