



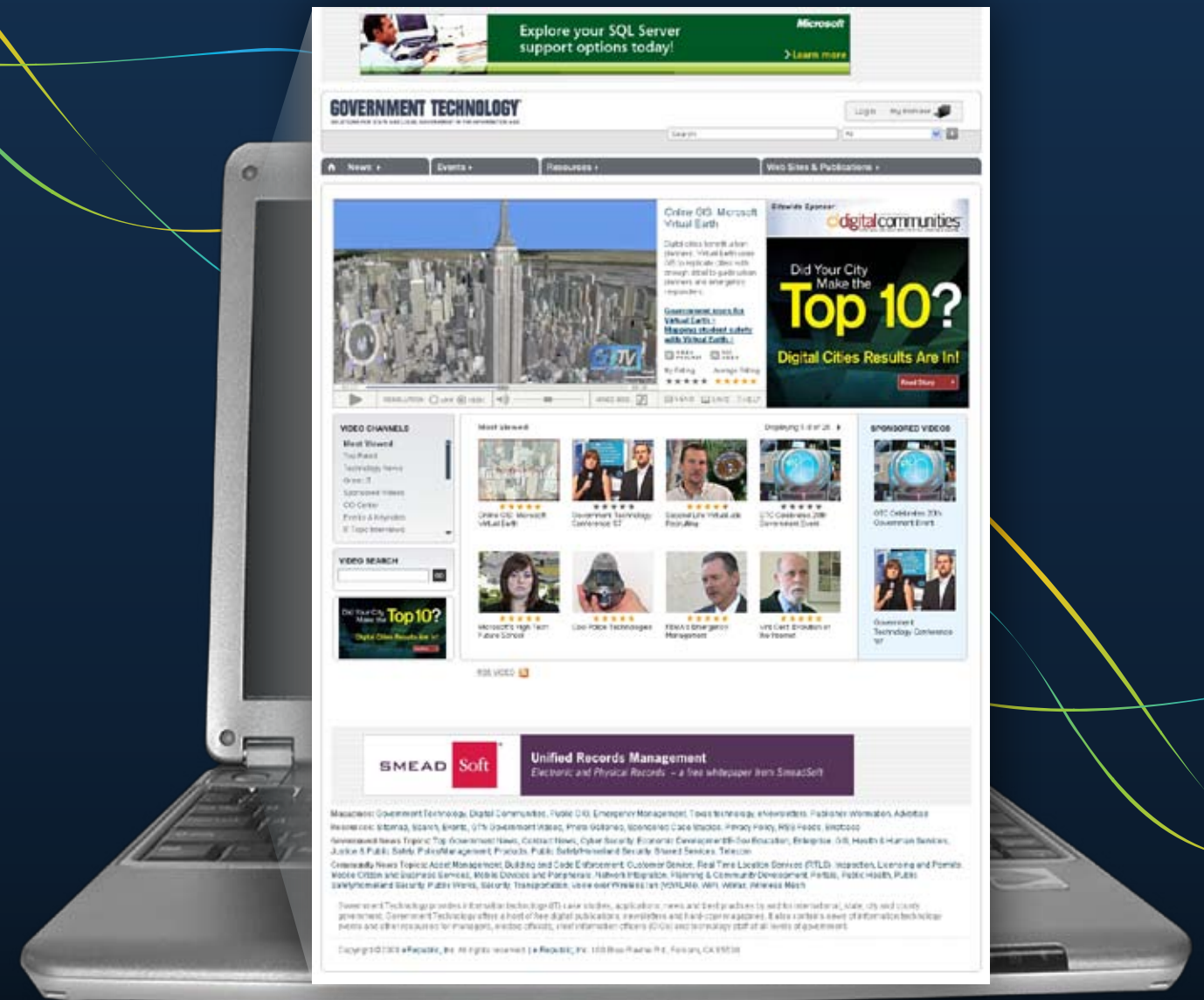
Drive Your Government Customer Engagement to a Whole New Level.

Contact 877.932.1337 or getinfo@govtech.com for more information on our interactive video solutions.

GTV is produced by Government Technology, a division of e.Republic, Inc.

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# Your Premium Online Video Solution to Engage State and Local Decision-Makers



**72%** of our readers plan to use video the same or more for state and local specific content in 2008.

October 2007 Harvey Readership Study





# Government's Premier 24/7 Online Video Destination

# 2008 Video Sponsorships

## Exploding Medium

→ **36%**  
increase in online video  
usage 2007 vs. 2006.

## Broad Engagement

→ **67%**  
of adult consumers actively  
view online videos.

Sources: 2007 Advertising.com, Inc. Online Video Study

*GtTv* is the first and only high-definition video site dedicated to state and local government leaders driving IT-powered government transformation.

Supported by FeedRoom's state-of-the-art video interface, also leveraged by media giants New York Times and ESPN, *GtTv*'s top-notch viewing environment is designed to immerse users immediately into the content, and maximize the number of video plays per visit.

### Optimize Results with Interactive Video Solutions

*GtTv* is your high-impact video solution to reach this niche audience, whether your goal is to launch a new product, drive traffic or support lead generation.

Brand and conversion opportunities via prominent call-to-action links, text bars and multiple ad units give your sales message exceptional impact and positioning throughout the user's entire video experience.

### Video Site Sponsorship

- ✓ Logo to right of video player on all videos and channels including GT Home Page and Events video players
- ✓ Up to 2 supplied vendor videos (5 minutes max.)
- ✓ 2-3 second pre-roll logo for all videos and channels (not sponsored)
- ✓ 2 promo links of choice in Call-to-Action Box for 2 supplied videos
- ✓ Exclusive sponsorship of the Most Viewed and Top Rated channels
  - 160 x 90 button ad unit, bottom left of page
  - 300 x 250 rectangle ad unit to right of video screen
- ✓ Branding in *GtTv* print and online promotion

#### Price:

\$15,000 per month  
\$13,000 per month/3 month minimum  
\$10,000 per month/6 month minimum

### Supplied Video Channel Sponsorship

- ✓ Up to 8 supplied vendor videos (5 minutes max.)
- ✓ 2-3 second pre-roll logo for all supplied videos in channel
- ✓ 2 promo links of choice in Call-to-Action Box for all supplied videos
- ✓ 160 x 90 button ad unit, bottom left of page
- ✓ 300 x 250 rectangle ad unit to right of video screen

Price: \$10,000 per month

### Exclusive Channel Sponsorship

- ✓ 2-3 second pre-roll logo for all videos in purchased channel
- ✓ 160 x 90 button ad unit, bottom left of page in purchased channel
- ✓ 300 x 250 rectangle ad unit to right of video screen in purchased channel

#### Price:

\$6,000 per month  
\$5,000 per month/3 month minimum  
\$4,500 per month/6 month minimum

### Client Supplied Video

- ✓ 1 client supplied video posted on Sponsored Videos Channel
- ✓ 2-3 second pre-roll logo ad for supplied video only
- ✓ 2 promo links of choice in Call-to-Action Box for supplied video
- ✓ 160 x 90 button ad unit, bottom left of page for supplied video only
- ✓ 300 x 250 rectangle ad unit to right of video screen for supplied video only

#### Price:

\$2,500 per month

All prices net.

## OPTIMIZE

Your Audience Reach and Engagement with Interactive Video Communications

## INCREASE

Your Brand Impact and Lead Generation with Unique Sponsorships

## IMPACT

An Entire User Session with Consistent and Prominent Messaging Visibility