

THE LEADING ONLINE DESTINATION FOR STATE AND LOCAL IT NEWS, RESOURCES AND COLLABORATION

govtech.com



online  
media kit 2008



Online  
**Advertising**

Digital  
**Media**

Innovative  
**Sponsorships**

# Online Leadership

Govtech.com's mission is to help state and local governments facilitate technology for better, less expensive, more democratic government. Governments avoid risk in spending public money — so they use Govtech.com to learn from those agencies trying new ideas and technologies successfully.

Powered by a seasoned team of editors and researchers, Govtech.com 2.0 incorporates reader comments, instant polls, conference proceedings, editor blogs, GTtv video, personalized briefcase, RSS feeds, slide shows and more. Govtech.com also combines news and content from five publications for quick access through topic channels, subject matter, region, level of government, publication and date-range search.

Its long-standing history in covering the state and local IT market makes Govtech.com the leading source for policy, business and IT decision-makers to get educated and make informed decisions on leveraging technology to help drive the business of modern government.

## Superior Visibility



Source: Govtech.com Network- HBX 2007



Source: Govtech.com Network- HBX 2007; cumulative across network

## Highest-Read eNewsletters

# 80,000

Unique eNewsletter  
Subscribers

Source: Publisher's Opt-in Data

## Engaged Online Audience

# 62%

Download Case  
Studies/White  
Papers

# 77%

Search Product  
Reviews and/or  
Vendor Information

# 78%

Read State  
and Local IT  
Specific News

Source: October 2006 Govtech.com Survey

# Online Mix & Maximization

Govtech.com recognizes the market evolution and has unveiled an entirely new Web site and untapped content offering, becoming first in the market to bring this highly-qualified community cutting-edge personalization tools, GTtv's high-definition video, increased rich content, as well as expansive search capabilities.

This translates into maximized online visibility and customer connection points as our media mix has also expanded to offer innovative, custom web advertising opportunities to maximize your marketing and sales ROI.

## Innovative. Interactive. Engaging.

Govtech.com is the only state and local online destination to provide its advertisers with a variety of innovative and interactive options to engage decision-makers for increased awareness, response and real-time results.

- ✓ **Traditional run-of-site or targeted placement display advertising**
- ✓ **Interactive ads** such as peel-over, expandable, or user-initiated
- ✓ **Multimedia ads** including audio broadcasts and GTtv video sponsorships
- ✓ **Community-focused sponsorships** on blogs, content channels and "My Briefcase"
- ✓ **Geo- and keyword-targeted ads**
- ✓ **Customized content sponsorships** such as landing pages, microsites and I-Seminars
- ✓ **Digital media sponsorships** including topical and regional eNewsletters and our print publication digital editions

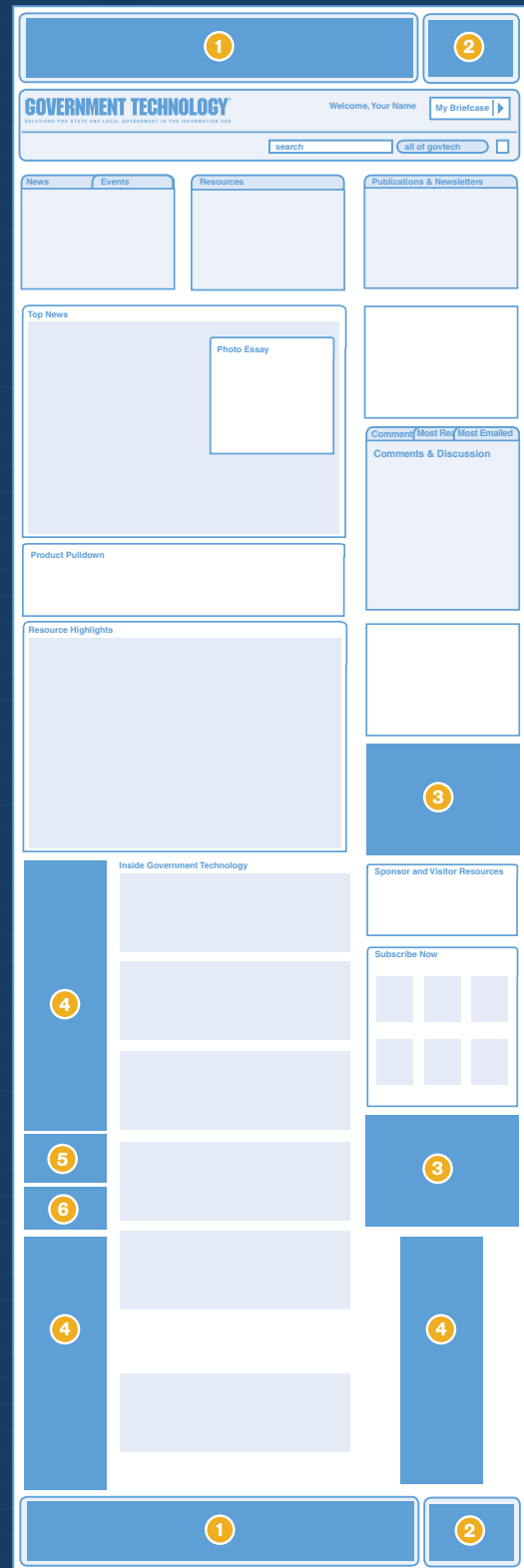


# Display Advertising

Govtech.com offers a variety of ad placements that can be targeted home page, run of site, run of network (govtech.com, public-cio.com, emergencymgmt.com) or on fixed pages around specific content areas.

The following is a custom schematic of display ad placements on the govtech.com home page and has been scaled down to fit page. Ad placements may vary slightly depending on inventory and organization of web content. Contact your sales representative for ad placement availability.

- 1 Top & Bottom Leaderboards**  
 728 x 90 pix  
 Max File Size: 20K  
 Max # of Loops: 3 times max, 30 seconds  
 Max # of Alt. Characters: 50  
*Note: One leaderboard can serve as an expandable ad unit.*
- 2 Top & Bottom Right Button**  
 120 x 90 pix  
 Max File Size: 15K  
 Max # of Loops: 3 times max, 30 seconds  
 Max # of Alt. Characters: 15
- 3 Rectangles**  
 300 x 250 pix  
 Max File Size: 25K  
 Max # of Loops: 3 times max, 30 seconds  
 Max # of Alt. Characters: 50  
*Note: One rectangle can serve as an expandable ad unit.*
- 4 Wide Skyscrapers**  
 160 x 600 pix  
 Max File Size: 25K  
 Max # of Loops: 3 times max, 30 seconds  
 Max # of Alt. Characters: 50
- 5 First Left Button**  
 160 x 120 pix  
 Max File Size: 18K  
 Max # of Loops: 3 times max, 30 seconds  
 Max # of Alt. Characters: 15
- 6 Second Left Button**  
 160 x 90 pix  
 Max File Size: 15K  
 Max # of Loops: 3 times max, 30 seconds  
 Max # of Alt. Characters: 15



# Interactive Ad Units

Govtech.com's interactive opportunities give exceptional visibility on the site and combine motion, sight and sound elements to maximize your online interaction with the state and local IT decision-maker.

## Peel-Over Ad Units

This dynamic, home page ad gives advertisers a large canvas to showcase their marketing message. A teaser ad in the upper right-hand corner of the page entices site visitors to reveal the entire ad.

Price: \$7,900 net per month



## Expandable Ad Units

These eye-catching ads provide an expandable venue to enhance your sales message's impact. The ads are user-initiated and are triggered when mouse is dragged over the ad creative.

### Top Leaderboard

Price: \$6,200 net per month (home page only)

Price: \$7,400 net per month (home page/ROS)

### Rectangle

Price: \$7,025 net per month (home page only)

Price: \$9,400 net per month (home page/ROS)



fully expanded

## Audio Broadcasts

An effective vehicle to deliver an interactive message and expand brand presence, audio broadcasts empower your industry credibility by aligning your value proposition alongside a topical subject matter.

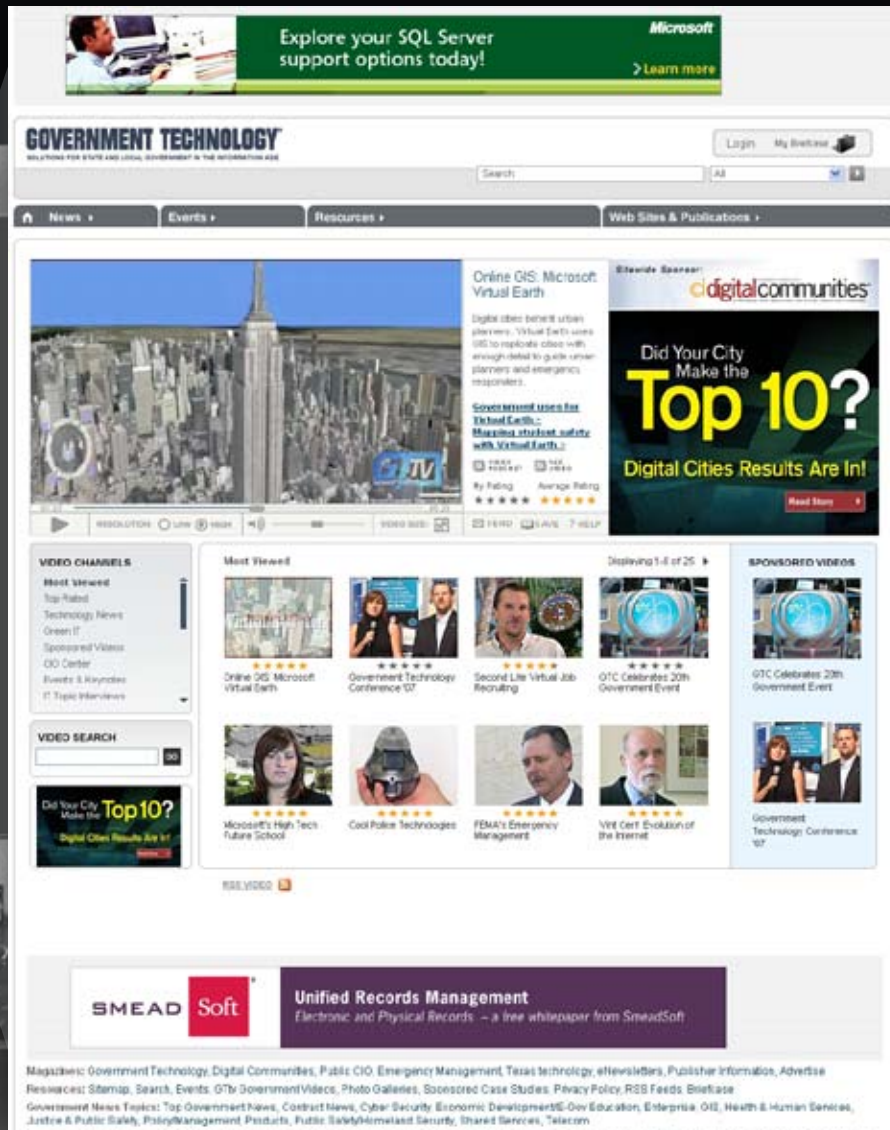
Price:

\$2,000 net per month (advertiser supplied content)

\$6,000 net per month (*Government Technology* or Center for Digital Government supplied content)



# A Revolutionary New Platform to Engage Decision-Makers



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 significant source of high-interest government videos for state and local leaders driving IT-powered government transformation.

GTtv's interactive and entertaining video solution offers premium sponsorship opportunities to maximize your customer reach and market positioning with the most engaged state and local audience online.

#### 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
  - Call-to-action text in channel name bar above video thumbnails
- ✓ 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.

# “My Briefcase”

## A Personalized Content Strategy

“My Briefcase” is the most progressive sponsorship opportunity targeting state and local government, and is poised to change the model of how IT decision-makers receive and organize their Web content.

“My Briefcase” is their personalized space, enabling the user to customize how they save, store and share information that aligns with their specific interests. Drag and drop functionality gives the user the ability to aggregate and organize their preferred content — news, presentations, videos, pre-populated “Tech Primer” content and other unique resources — in a customized view.

### Tech Primer Sponsorship:

- ✔ Vendors can sponsor various tech primers (ie. Muni-Wireless, Emergency Management, Cyber Security, IT Policy) — within the briefcase.
- ✔ Folders can be pre-populated with sponsor content — ie. videos & case studies.
- ✔ Fixed sponsor identification with linked logo in Tech Primer.

*Price:* \$5,000 net per month/per tech primer

### Sole Sponsorship:

*Price:* Customized 12-month pricing available upon request.



# Maximum Targetability

## I-Seminars

I-Seminars are an immediate “go-to-market” strategy and effective for initiating relationships in jurisdictions where you can’t dedicate a sales team. These sole-sponsored online seminars allow you to capture the mindshare of a national decision-making audience.

### Key Deliverables Include:

(Estimated Event Timeframe: 1 hour)

- ✓ 100% turnkey planning, promotion and production
- ✓ Program content creation
- ✓ Moderator and keynote
- ✓ Personalized and professional promotion, event telemarketing, registration and confirmation
- ✓ Custom registration fields/Online polling
- ✓ Final registration and attendee lists and contact information

*Pricing:* \$25,500 net (50 attendees minimum)

Customer hosted option also available. Call for pricing.

## White Paper/Asset Posting

Extend the value of your investment by posting your asset in the “Resources Section” on govtech.com. Or, capture additional qualified sales leads through a customized registration page.

*Sponsorship:* \$1,500 net per month

*With Registration Page:* \$2,000 net per month

## Geo Targeting

Target your message specific to a decision-maker’s jurisdiction. Your ads will be served to visitors based on their geographic attributes.

Call your sales rep for pricing.

## Keyword Targeting

Target your content-specific messaging to prospects who’ve already shown interest in your topic area. Your ads will appear on the search results page and subsequent clicked page, based on keyword searches you’ve defined.

*Base Price:* \$800 plus:

\$500 net: 1 word or up to a 4 word phrase

\$2,300 net: 5 (1 word or up to a 4 word phrase)

\$3,800 net: 8 (1 word or up to a 4 word phrase)

Note: No trademark words allowed.

## Channel Roadblocks

Exclusive ad creative ownership on a content channel is a strategic way to target decision-makers interested in a hot topic area such as: Health and Human Services, Public Safety and Telecom.

*Price:* \$7,500 net per month

(Includes: top and bottom leaderboards, two wide skyscrapers, two rectangles and top and bottom right buttons.)

## Microbar

Pinpoint decision-makers in targeted and high-traffic areas with a logo’d microbar on govtech.com.

*Prices:*

Search Engine: \$3,900 net per month

Article Tool Kit Widgit: \$3,900 net per month

PCIO Blog Sponsorship: \$1,500 net per month

# Customized Content Programs

Govtech.com presents an array of customized venues to accelerate consideration for your IT solutions. Your dedicated project manager will oversee the execution of your program, keeping your objectives and lead generation goals our top priority.

## Registration Page

A registration page is an ideal solution to host a single whitepaper, or other targeted asset. The page is designed as a single form inclusive of registration fields to capture prospect contact information and allow downloading/linking to an advertiser's asset.

### Key Highlights:

- ✔ Custom design layout within registration page framework
- ✔ Reg. fields (name, address, phone, etc.); 1-2 qualifying close-ended questions
- ✔ Description of asset, including image
- ✔ Sponsor logo/Contact box (linked)/No advertisements on page
- ✔ Weekly metrics reporting to sponsor including lead capture data.
- ✔ Dedicated project management

*Price:* \$500 net per month, 2 month minimum

## Landing Page

Leverages all the benefits of a registration page, but provides your potential IT buyer access to multiple assets.

**Key Highlights:** All of the components of the registration page, plus:

- ✔ Hosting of up to 5 assets (white papers, case studies, special offers, etc.)
- ✔ Content can be refreshed once a month
- ✔ Cookie based – re-registration is required if a users cookies are deleted

*Price:* \$1,500 net per month, 3 month minimum

## Resource Center

Drive qualified leads from an audience with high-interest in a targeted subject matter. Showcased as an on-page section of a content channel, your ensured engaged traffic through govtech.com channel navigation exposure and channel eNewsletter outreach (as available).

**Key Highlights:** All of the components of the landing page, plus:

- ✔ Hosting of up to 15 assets
- ✔ Framework is approximately 300 x 600 pixels, limited to 1,000 pixels
- ✔ Content can be refreshed twice monthly

*Price:* \$10,000 net per month, 3 month minimum

With Content Channel Roadblock (includes all ad units on page): \$15,000 net per month, 3 month minimum

"Government Technology has been an **excellent partner** in helping CA create and execute our Public Sector marketing campaigns. We have worked with them on a number of initiatives, from webcasts to custom publications, and they are **easy to work with and always deliver quality results.**"

GEO Marketing Program Manager, Industry Solutions, CA

## Microsites

Our combination of custom editorial and advertiser assets coupled with a complete integrated promotional program makes a microsite a powerful strategy to brand your company as a leading solutions provider and aggregate a highly-informed, qualified lead community.

### Key Highlights:

- ✓ Custom design layout
- ✓ Unlimited number of advertiser assets
- ✓ Custom registration and lead capture
- ✓ *Government Technology's* original editorial content
  - — one feature article per month
- ✓ Additional content includes news, industry reports/research, surveys, etc.
- ✓ Various ads hosted and linked to sponsor's site.
- ✓ Weekly metrics reporting to sponsor including lead capture data
- ✓ Complete program/campaign management to achieve sponsor metrics

### Comprehensive promotional campaign including:

- ✓ Ad units on govtech.com
- ✓ Regular promotion in newsletters — minimum
  - 2x monthly.
- ✓ Custom created print campaign with minimum
  - ½ page, 4-color ads every other month in *Government Technology* publications.

Price: \$25,000 net per month, 4 month minimum



# Topical & Regional eNewsletters

Promote your value proposition, special offer or event and benefit from broad exposure in our highly-demanded and content-rich eNewsletters. Sponsorships are sold as 468 x 120 pix, exclusive placements at the top/center of the eNewsletter.



## Government Technology Executive News (GTEN)

State and local IT news on current events, best practices and trends. (29,000 opt-ins)

## Homeland Report

Counter-terrorism issues and IT analysis from around the nation. (30,000 opt-ins)

## Mobile Market News

News on wireless technologies and mobile applications for state and local governments. (12,000 opt-ins)

## Justice & Public Safety News (JPS)

News, trends and best practices related to law enforcement, courts, fire, EMS, and corrections. (13,000 opt-ins)

## Government Technology Security News (GTSN)

Computer and network security news and initiatives for state and local governments. (22,000 opt-ins)

## Public CIO Executive Update

News, commentary and thought-leadership for the C-level IT community. (Emailed to 10,000 Public CIO subscribers)

## Emergency Management

News and case studies on prevention, preparedness, response to and recovery from all-hazards events. (Emailed to 10,000 Emergency Management subscribers)

## Local.US

Local government IT news and initiatives from around the country. (20,000 opt-ins)

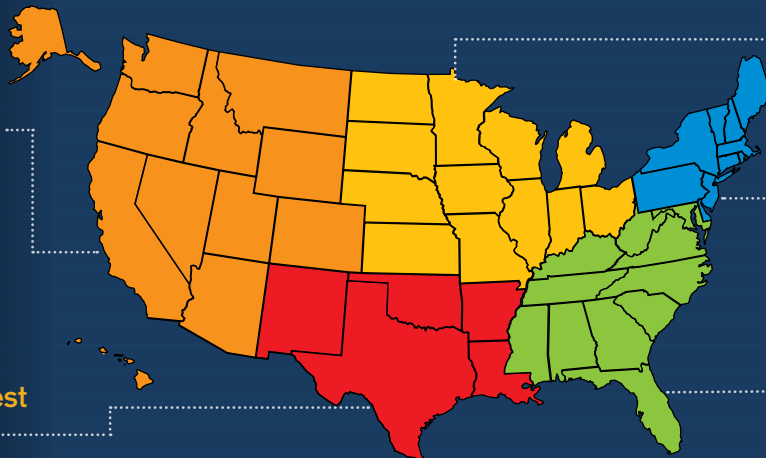
## Government Technology International (GTI)

IT news and trends from local, national and international governments. (19,000 opt-ins)

## Health and Human Services

IT news, trends and best practices in support of health, children and families. (Emailed to 10,000 GT subscribers)

**California Report and the Western Region**  
(26,000 opt-ins)



**Central Region Report**  
(Emailed to 10,000 GT subscribers)

**New York Report and the Eastern Region**  
(17,000 opt-ins)

**Texas Report and the Southwest Region**  
(19,000 opt-ins)

**Georgia Technology Report and the Southern Region**  
(12,000 opt-ins)

# 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
	Home Page only		\$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](mailto: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	
<b>Top Leaderboard</b>	Home Page only	728 x 90	Reserved for sponsors	
	Home Page/ROS	728 x 90	Reserved for sponsors	
<b>Bottom Leaderboard</b>	Home Page only	728 x 90	\$950	per month
	Home Page/ROS	728 x 90	\$2,100	per month
<b>Rectangles</b>	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
<b>Top Right Button</b>	Home Page/ROS	120 x 90	\$2,665	per month
<b>Bottom Right Button</b>	Home Page/ROS	120 x 90	\$1,320	per month
<b>First Left Side Button</b>	Home Page/ROS	160 x 120	\$2,200	per month
<b>Second Side Left Button</b>	Home Page/ROS	160 x 90	\$1,100	per month
<b>Wide Skyscrapers</b>	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	
<b>Peel-Over Ad</b>	Home Page	100 x 100 (teaser ad) 650 x 650 (expanded)	\$7,900	per month
<b>Expandable Ad</b>				
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)		
<b>Audio Broadcasts</b>	Fixed on Resources Page.	Call for specs.	\$2,000	per month (advertiser supplied)
			\$6,000	per month (GT supplied)
<b>Internet Seminars</b>	N/A	N/A	\$25,500, 50 attendees	
<b>Whitepaper/Asset Posting</b>	Fixed on Resources Page.	Call for specs.	\$1,500	per month
			\$2,000	per month w/reg page
<b>Geo Targeting</b>	N/A	Call for specs.	Call for pricing.	
<b>Keyword Targeting</b>	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	
<b>Channel Roadblocks</b>				
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		
<b>Microbar</b>	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

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

## GTtv

### Advertising Unit

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

## Custom Content Programs

### Advertising Unit

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

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

## Advertisers Include:

Adobe  
Alcatel  
AT&T  
Business Objects  
CGI  
CDWG  
Citrix  
Computer Associates  
Dell  
Gateway  
GTSI  
HP  
Ingram Micro  
Intel  
Konica Minolta  
Lawson  
MapInfo  
Microsoft  
Oracle  
Panasonic  
Quest Software  
Siemens  
Simdesk  
Symantec  
Triplite  
Verisign  
Verizon Wireless  
Xitech  
...and many others!

"*Government Technology* proved to be an excellent marketing partner while producing our recent Internet Seminar. Their **professionalism**, in-depth **understanding of the market** and **efficient execution**... guaranteed an extremely successful event. When it comes to superior results, **I highly recommend** *Government Technology*."

Senior Marketing Manager, Cognos

"We place a great emphasis on communicating effectively to the state and local government sector and find that *Government Technology* is a key partner in helping us accomplish that. ...our recent eNewsletter sponsorship **produced results beyond our expectations** and proved to be great ROI for our advertising dollar."

Director of Channel Marketing, McAfee

## For More Information:

Contact Shannon Durham at [877.932.1337](tel:877.932.1337) or [getinfo@govtech.com](mailto:getinfo@govtech.com) to discuss a custom program to maximize your online engagement!

## For Mechanicals and Submissions:

Contact Julie Dedeaux at [jdedeaux@govtech.com](mailto:jdedeaux@govtech.com) or visit [www.erepublic.com/mechanicals](http://www.erepublic.com/mechanicals)

**GOVERNMENT TECHNOLOGY**  
SOLUTIONS FOR STATE AND LOCAL GOVERNMENT IN THE INFORMATION AGE



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