

Custom Publications

Make an Instant Connection

More and more companies are taking advantage of increased technology spending by state and local governments. With more and more competitive messaging saturating the market, how do you rise above the noise? How do you quickly convince this buying community that you can solve their immediate business challenges?

Government Technology's custom publications foster an instant audience connection for our clients. Balancing our editorial credibility and your marketing goals, each page is persuasively crafted to meet the information needs of this unique audience. This winning combination is an empowering strategy to educate your prospects on how your solutions address their pain-points, why their peers trust your solutions and how you have the proven success stories.

100% Turnkey Approach

From case studies to corporate catalogs, our seasoned team has resulted in an impressive client base and return customers — HP, CA and ESRI to name a few. Count on our full-time staff of custom publishing editors, designers and project managers for a 100% turnkey process:

- ✓ Project Management
- ✓ Interviewing/Writing/Research
- ✓ Design/Printing/Distribution
- ✓ Government Consent and Release Forms

“...The *Government Technology* team created a Solution Spotlight for Symantec that communicated our industry leadership position in the state and local market. Symantec is about demonstrating value to our customers and this approach helped us create a stronger and more compelling sales strategy that benefits our customers.”

Marketing Manager,
State and Local Government and Education
Symantec Corporation

Motivates Buyers

57%

have taken action on our custom publications including visiting the company's Web site and leveraging the material for future purchases.

Marketing ROI

47%

of readers confirm our custom publications give them a more in-depth overview on a company that they couldn't get from a single ad.

Source: April 2007 Harvey Readership Survey



Industry Profiles

Empower Your Market Leadership

Industry Profiles give you a high-impact collateral piece to educate your best prospects on your unique value proposition, how your solutions solve their pressing needs and how you have the proven track record in the industry.

Written in 8-48 page formats, an Industry Profile communicates your in-depth story through real-world case studies of successful implementations and partnerships, an overview of your innovative solutions and how your market leadership makes you the choice over the competition.

2008 Rates

	5,000	15,000	35,000	85,000
6 Pages	\$42,065	\$45,830	\$50,895	\$61,930
8 Pages	\$46,755	\$51,875	\$56,570	\$68,800
12 Pages	\$54,475	\$60,530	\$67,900	\$84,080
16 Pages	\$60,520	\$67,230	\$75,430	\$93,410
24 Pages	\$75,535	\$82,640	\$91,660	\$114,450
32 Pages	\$82,455	\$94,580	\$107,020	\$135,100
48 Pages	\$11,235	\$116,340	\$137,655	\$174,860

Prices are net. Prices include overruns.

Sample Industry Profile Topics

Vendor	Subject	Size
ESRI/Citrix	Geospatial Business Continuity	8 pages
Gateway	Local Government Solutions	8 pages
Novell	Open Source	8 pages
Lawson	Enterprise Resource Planning	8 pages
Simdesk	Empowering Digital Communities	8 pages

“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



Solution Spotlights

Showcase Your Successes

Solution Spotlights are the perfect venue to feature a single solution or go-to-market on a new product. They engage this influential buying community through powerful customer testimonials of successful implementations by their peers.

Ranging in length from 2 to 4 pages, Solution Spotlights are intended to be a quick, hard-hitting piece that immediately attracts the attention of your prospect with a compelling argument and high-quality design.

2008 Rates

	5,000	15,000	35,000	85,000
2 Pages	\$16,445	\$18,330	\$21,990	\$28,485
4 Pages	\$25,520	\$31,000	\$35,910	\$42,330

Prices are net. Prices include overruns.

Sample Solution Spotlight Topics

Vendor	Subject	Size
AT&T	Secure Network Solutions	2 pages
Curam Software	Unified Integrated Eligibility System	4 pages
Earthlink	Municipal Wireless Business Models	4 pages
Symantec	Electronic Discovery & Archiving Tools	4 pages
Verizon Business	eGovernment	2 pages



Distribution

Print and Online

Your customized piece can be inserted into *Government Technology* and distributed to its 77,081* 100% direct request, BPA qualified subscribers. Or, you can maximize a more targeted approach by creating a unique sales message to a subset of our subscriber base.

The purchase price also includes overruns to empower your sales and marketing teams with a solid positioning piece at tradeshows, in sales meetings, in press outreach and direct mail campaigns.

December 2006 BPA Statement

Bonus Online Deliverable

Free of charge, your custom publication will be posted in the Media Center on govtech.com, where you can leverage additional opportunities to engage decision-makers online. For a full 18 months, your custom page will include:

- ✓ Your logo and contact information with a direct link to your Web site
- ✓ The cover and full text of your custom publication
- ✓ A downloadable file (pdf) of your publication

Additional Custom Publishing Options

Government Technology can produce a variety of other collateral tailored to meet your sales objectives. Contact your *Government Technology* sales representative who will coordinate your special request with our expert staff.

- ✓ Catalogs/Magalogs
- ✓ Corporate Brochures
- ✓ Custom eNewsletters
- ✓ Private-label Magazines
- ✓ Sales Materials

“I wanted to let you know how much I’ve enjoyed working with you and the rest of the *Government Technology* team. Your project management, writing and design are first rate. Response to the publications has been excellent. I’m looking forward to our next project together.”

Keith Mann, Government Industry Solutions, ESRI

Build buyer loyalty with proven success stories!

Contact 877.932.1337 or getinfo@govtech.com.

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