

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

