

# 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



## Product/Solution Pull Down

Showcased on the home page, this logo'd horizontal bar is user-initiated and will pull down when clicked, giving you the ability to promote items such as highlighted offers and special pricing.

Price: \$4,000 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)



## 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)

