

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

