



Sponsorship Program

Integrated Impact

Public CIO's Gold and Silver sponsorship programs enable you to maximize your engagement and results through a fully integrated media approach — from an award-winning print venue, to custom content-driven strategies to face-to-face interaction.

Sponsorships Include:

- ▶ Advertising schedule in *Public CIO*
- ▶ 4-8- page custom-published “*Thought Leadership Profile*”
- ▶ Executive roundtable(s) participation
- ▶ Online advertising on www.public-cio.com
- ▶ VIP invitations and priority participation in all *Public CIO* specialty events

Sponsors receive more than 40% off regularly published rates — much less than you would normally spend on a year of advertising in just one public-sector market.

“Thank you for once again surpassing my expectations and delivering a Thought Leadership Profile that aligns perfectly with NIC’s portal marketing platform ... Public CIO is an excellent publication and has rapidly become a highly respected player in the industry. We very much value our relationship with your organization ...”

Christopher Neff
Vice President, Integrated Marketing, NIC



For details on sponsorship packages,
refer to the enclosed inserts or contact your sales representative.



Cultivate Relationships With Leaders

Exclusive to Gold and Silver Sponsors, *Public CIO* Executive Roundtables provide an intimate, collaborative environment by bringing together industry thought leaders and top-tier decision-makers to discuss their most pressing business and technology issues.

These roundtable discussions help you initiate relationships with 8-12 of the most influential public-sector leaders in a specific jurisdiction. Moderated by a *Public CIO* executive, the events are conducted in a casual atmosphere where you'll get first-hand insight into their top priorities to help you develop your C-level marketing and sales strategy.

Snapshot of High-Profile Attendees:

- ▶ CIO, Massachusetts
- ▶ Deputy Commissioner, Massachusetts Department of Revenue
- ▶ Administrator for eGov and IT, Office of Management and Budget
- ▶ CIO, U.S. Department of Education
- ▶ CTO, District of Columbia
- ▶ CIO, University System of Maryland
- ▶ CIO, California
- ▶ CTO, Georgia Technology Authority
- ▶ CIO, Georgia Department of Education
- ▶ CIO, Los Angeles County, California
- ▶ Director, Office of Information Technology, Georgia Department of Corrections



Thought Leadership Profiles

Influence the Influential

Thought Leadership Profiles are strategically content-driven to position your company as an expert on a particular subject or technology area. Leveraging our two decades of experience in crafting compelling collateral messaging, our seasoned experts can help you build a business case for your solutions in an informational format most relevant to CIOs and chief executives.

Designed in 2-16- page formats, Thought Leadership Profiles provide high-impact definition to your unique value proposition and demonstrate your proven track record in the industry.

Benefits

- ▶ Educate prospects on how your solutions address C-level issues.
- ▶ Solidify your market position in the authoritative C-level publication.
- ▶ Build relationships by sharing C-level peer success stories.
- ▶ Empower your sales team with compelling collateral.

Inserted into *Public CIO*, your Thought Leadership Profile receives premium visibility with more than 26,700* top-tier decision-makers, as well as 18 months exposure on www.public-cio.com.

100% Turnkey Production

Our expertise and high-quality production have resulted in an impressive client base and return customers. From concept to distribution, we provide:

▶ Dedicated Project Management	▶ Interviewing/Writing
▶ Research	▶ Design
▶ Printing	▶ Distribution

*Source: December 2006 BPA Statement



High-Profile Destination

Public-cio.com is the online destination where the public-sector C-level goes for in-depth analysis, breaking news and the latest trends critical to managing their IT organizations. It is the premium online venue for advertisers to engage this senior decision-making audience across the entire public-sector enterprise.

Site Features

- ▶ Timely reporting on news, trends and events
- ▶ High-level opinion analysis from industry thought leaders
- ▶ Web-exclusive thought leadership features and interviews
- ▶ Chief Information Blog
- ▶ My Briefcase personalization tool
- ▶ Opinion polls on key topics and trends

▶ Leaderboards

▶ Skyscrapers

▶ Rectangles

▶ Buttons

▶ eNewsletters

▶ Microsites

Public CIO Executive Update eNewsletter

This monthly eNewsletter provides timely insight into the latest news, research and commentary important to the public-sector C-level community. Exclusive sponsor placement delivers your message in a credible, 3rd party editorial venue to maximize visibility and return with 13,000 *Public CIO* readers.

