



# Public-cio.com

## 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 organization. It is the premium online venue for advertisers to engage this senior decision-making audience across public sector — federal, state, local and international.

## Site Features

- ▶ In-depth news unique to the C-level public-sector executive
- ▶ High-level opinion analysis from industry thought-leaders
- ▶ Chief Information Blog
- ▶ Exclusive Web-only thought-leadership features and interviews
- ▶ My Briefcase personalization tool

## Elite Audience Profile

# 80%

of Public CIO readers hold titles of IT Policy Maker/ Elected Official/Agency Management and/or Senior Government Official.

Source: December 2006 BPA Statement

# 2008 Advertising Rates

ROS includes all pages within public-cio.com with the exception of road blocks, specialized pages and sponsorships.

Advertising Unit	Rotation	Specs (pix)	Rate
<b>Top Leaderboard</b>	Home Page only	728 x 90	Reserved for sponsors
	Home Page/ROS	728 x 90	Reserved for sponsors
<b>Bottom Leaderboard</b>	Home Page only	728 x 90	\$950 per month
	Home Page/ROS	728 x 90	\$2,100 per month
<b>Rectangles</b>	Home Page only	300 x 250	\$2,250 per month
	ROS	300 x 250	\$1,800 per month
	Home Page/ROS	300 x 250	\$3,300 per month
<b>Top Right Button</b>	Home Page/ROS	120 x 90	\$2,665 per month
<b>Bottom Right Button</b>	Home Page/ROS	120 x 90	\$1,320 per month
<b>First Left Side Button</b>	Home Page/ROS	160 x 120	\$2,200 per month
<b>Second Side Left Button</b>	Home Page/ROS	160 x 90	\$1,100 per month
<b>Wide Skyscrapers</b>	Home Page only	160 x 600	\$3,025 per month
	ROS	160 x 600	\$2,000 per month
	Home Page/ROS	160 x 600	\$3,500 per month

## Targeted Opportunities

### Microsites

Leverage a combination of original editorial and advertiser assets coupled with a complete integrated promotional program to accelerate consideration for your IT solutions.

*(Pricing includes: creation, refresh and management of content and design, lead generation, project management and integrated promotional program.)*

**Per Month** ..... **Consult Your Sales Representative**

*Registration pages, landing pages and resource centers also available.*

### Public CIO Executive Update

Exclusive sponsorship delivers your message in a credible, 3rd party editorial venue to maximize visibility and return with more than 13,000 *Public CIO* readers.

**Monthly** ..... **\$3,860 net**

### Custom Content eNewsletters

Zero in your message in our custom eNewsletters, topically designed to target a segment of our *Public CIO* subscriber base. (3 month minimum)

**Monthly** ..... **\$3,860**



For more information on online opportunities, contact 877.932.1337 or [getinfo@govtech.com](mailto:getinfo@govtech.com).