



# Targeted Online Opportunities

## DIGITAL EDITIONS

### Accelerate Campaign Effectiveness

Engaging the Texas buyer in a sea of technology competition can be a challenge. *Texas Technology's* digital editions give you a rich-content venue where maximum interaction with the Texas customer and your ad messaging can flourish.

From invigorating your ad campaign with rich media to embedded hyperlinks, your advertising comes to life so that motivated buyers result in quicker, more qualified leads for you.

### Digital Circulation: 22,500 | July 2007 Publisher's Data

Ad Unit	Dimensions (pix)	Price
Sponsorship Area	1052 (H) x 852 (W)	\$3,900 net
Toolbar Sponsorship Left	50 (H) x 250 (W)	\$750 net
Toolbar Sponsorship Right	50 (H) x 250 (W)	\$750 net
Top Banner	100 (H) x 1900 (W)	\$1,250 net
Bottom Banner	100 (H) x 1900 (W)	\$1,250 net
Side Skyscraper Left	1209 (H) x 200 (W)	\$1,500 net
Side Skyscraper Right	1209 (H) x 200 (W)	\$1,500 net
Custom Loader	160 (H) x 420 (W)	\$500 net

### Also Available:

- ★ Rich Media Video & Audio
- ★ Bellybands
- ★ Interactive Surveys and More!

*"Texas Technology has proven to be a valuable resource for me to discover technology trends throughout the state of Texas. Zoom-in, thumbnails, and bookmarks are some of the features of the digital version that have enhanced my reading experience."*

**Dale Harwell**  
IT Director, City of Hurst



## TEXAS REPORT

### We Deliver Texas Customers To Your Desk

Did you just get awarded a DIR contract and want to get the word out? Do you have a product offer you need instant promotion on?

*Texas Report* is an ideal venue to give your sales message immediate and broad visibility in the trusted, 3rd party editorial venue read by over 24,000 Texas readers.

### Exclusive Visibility

As the sole sponsor, advertisers receive premium positioning at the top, center of the eNewsletter:

468 x 120 pix\*

10K file size maximum

GIF, JPEG, TIFF or EPS formats

**Price: \$3,860 per month**

\*Client may opt to send 50 words and a logo in place of an ad.



*"Texas Technology is an excellent vehicle to reach the top IT professionals in Texas public sector. In each issue I find valuable information on products and services and the innovative ways they are being used to solve business challenges across the state. I look forward to receiving my copy every quarter."*

**Brian Rawson**  
Chief Technology Officer,  
State of Texas

## GOVTECH.COM

### Maximize your Targetability

Direct your sales effectiveness by zeroing in on Texas decision-makers on the govtech.com network. From GTv video sponsorships to geo-targeted strategies, we have an array of innovative opportunities to give your sales message more targeted impact, and results with the Texas IT community.

- ▶ **Multimedia ads**  
including sponsorships on GTv — the first and only state and local video channel on the Web
- ▶ **Interactive ads**  
such as peel over, expandable, or user-initiated product-pull downs
- ▶ **Community-focused sponsorships**  
on blogs, content channels & the pioneering personalization tool, "My Briefcase"
- ▶ **Geo- and keyword-targeted ads**  
for targeted response and contract marketing
- ▶ **Customized content sponsorships**  
such as microsites & I-Seminars
- ▶ **And much more!**



## For more information

contact 877.932.1337 or  
getinfo@govtech.com

**Texas Technology**  
• INNOVATION FOR GOVERNMENT AND EDUCATION •