

GOVERNING

E-mail Newsletters

Direct access to the men and women who govern America's states and localities

2011 E-mail Newsletter Line-up

GOVERNING Daily

Daily – **over 35,000** opt-in subscribers

Provides a quick scan of the day's headlines and links to updated features on governing.com

GOVERNING Insider

Monthly – **over 79,000** circulation monthly

Provides subscribers with vital details about special features, upcoming coverage, white papers and in-person and online events

Vertical E-mail Newsletters

Management

2x monthly – **37,000** opt-in subscribers

Delivers exclusive information on the management of government; features the B&G Report, columns by government finance expert Girard Miller and government management consultant/author Ken Miller

Technology

2x monthly – **23,000** opt-in subscribers

Focuses on topics such as management, financing, security and new opportunities for service delivery employing technology

Human Services

Monthly – **15,000** opt-in subscribers

Offers an overview of developments and issues relating to social services

Finance

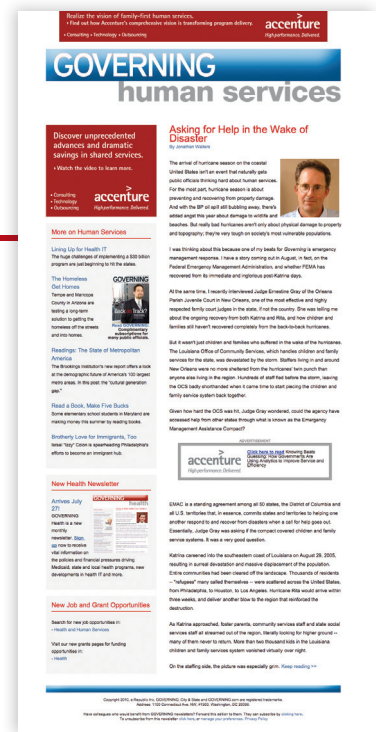
Monthly – **15,000** opt-in subscribers

Reviews developments and issues relating to financing of government operations, including budget policy, bond financing and public pensions

Custom E-mail Newsletters

- Provide unparalleled access to a network of thought-leaders and decision makers
- Generate viable leads in specific markets through customized content
- Exclusive sponsorship maximizes penetration

* GOVERNING must approve editorial topic | * 1-year commitment preferred



Public Workforce

Monthly – **14,000** opt-in subscribers

Identifies significant developments and trends in areas related to human resources and workplace practices

Tax and Revenue

Monthly – **11,000** opt-in subscribers

Offers expert analysis on tax policy to help senior state and local officials with revenue responsibility share ideas for increasing compliance

Efficiency

Monthly – **11,000** opt-in subscribers

Provides in-depth expertise for making smart decisions in challenging fiscal times

Health

Monthly – **NEW**, opt-in subscribers

Features in-depth coverage on current issues, trends and policies in public health and related topics

Source: All subscriber stats from publisher's own data (September 2010)

GOVERNING

Sponsorship Pricing and Specifications

DAILY	AD UNITS	RATE (net/each)
Exclusive sponsor	300 x 250 ² and a text placement ³ (50 words of promo copy, small logo and linking URL)	\$3,000 per day \$12,000 per week
INSIDER	AD UNITS	RATE (net/each)
Exclusive sponsor	728 x 90 ¹ , 300 x 250 ² and a text placement ³	\$8,000
VERTICALS	AD UNITS	RATE (net/each)
Exclusive sponsor	728 x 90 ¹ , 300 x 250 ² and text placement ³	\$6,000
Leaderboard sponsor ¹	728 x 90	\$4,000
Medium rectangle sponsor ²	300 x 250	\$4,000
Text-only sponsor ³	50 words of promo copy, small logo and linking URL	\$3,000
CUSTOM	AD UNITS	RATE (net/each)
Exclusive sponsor	728 x 90 ¹ , 300 x 250 ² and a text placement ³	\$8,000 each (1 year commitment preferred)

- We accept static GIF and JPEG files
- Flash/rich media files are not accepted for e-mail newsletter placements
- Text ads have a maximum of 40-50 words, logo (4k max file size) and URL
- Maximum file size of 40k for 300x250 and 728x90 ad sizes

All creative is due **5 business days prior** to campaign launch.

Please submit materials to:

Kori Kemble
Digital Media Manager
202.862-1448
kkemble@governing.com

For more information about our online products, please contact our office:

202.862.8802
advertising@governing.com

The screenshot shows the GOVERNING technology website. At the top, there's a navigation bar with 'Smarter technology' and '1' in a red circle. Below that, the main headline reads 'GOVERNING technology'. A featured article titled 'More Than a Facebook Knockoff' by Russell Nichols is highlighted. The article discusses Michigan's forthcoming Web-based platform that will help students and their families make college and career connections. Other visible articles include 'More Technology Ideas', 'Can Green Technology Propel Economic Development?', 'Sharing Cyber-Security Tools', 'Fun With Public Data', 'Online Metrics for Government Sites', 'Connect with GOVERNING', and 'Daily Digit'. There are also several advertisements, including one for IBM with a '3' in a red circle.