

# GOVERNING

Connecting America's Leaders through **Lead Generation**



Mayors at the White House

## GOVERNING

Readers Lead Our States and Localities

Online | In Print | In Person

# GOVERNING

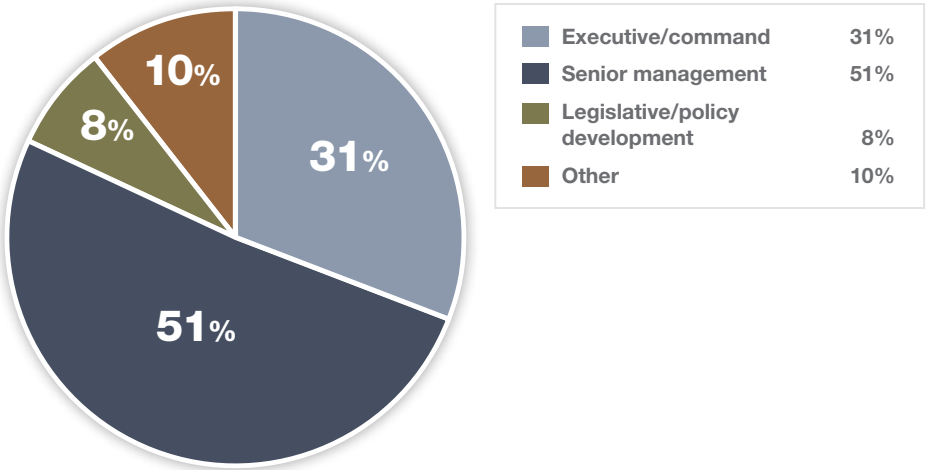
## Provides Strategies for Leadership

GOVERNING's lead generation programs offer companies the opportunity to interact and engage directly with state and local leaders. More than 75,000 magazine subscribers and 83,000 e-mail newsletter subscribers turn to GOVERNING for the trusted information they can't find anywhere else. Due to the quality of our audience, GOVERNING's lead generation programs generate qualified and targeted state and local government leads.

Our leadership audience drives business decisions at the intersection of policy and management.

- Department/agency head/administrator
- CIO, CTO, CFO, COO, chief of staff
- Treasurer, attorney general, comptroller, executive director
- Cabinet member, secretary, commissioner
- Department/agency management
- Office/program management
- General administration/operations management
- State legislators, county/city council members

### governing.com User Job Function (Government)\*



**82%** of users report executive command or senior management job functions

Source: GOVERNING Online User Study (July 2010)



Martin O'Malley, Governor – Maryland



Sean Paige, City Councilmember – Colorado Springs, Colo.



Pamela Cardillo, Director of Provstat – Providence, R.I.

**GOVERNING** reaches a targeted audience of decision makers responsible for setting the policies, determining the priorities and allocating the spending in state and local government.

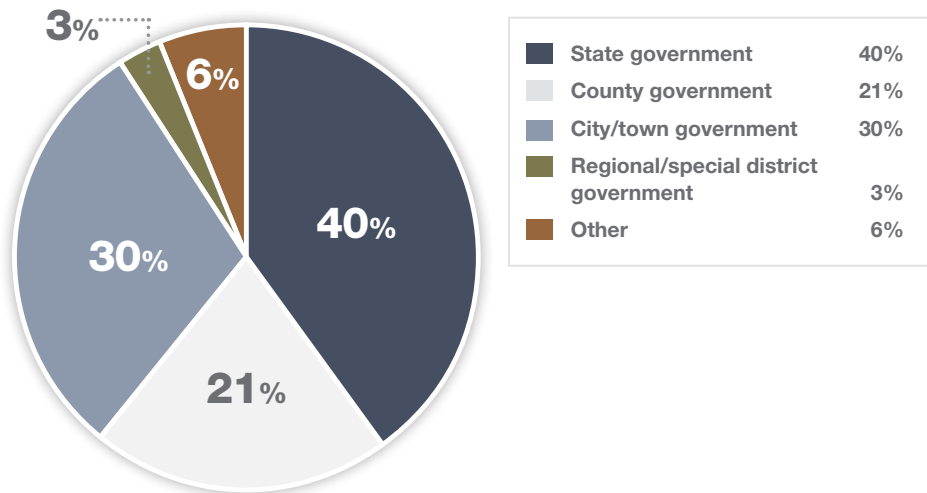
## Large and Engaged Audience

**321,996**  
monthly  
page views

**87,127**  
unique visitors  
per month

*Source: Google Analytics (October 2010)*

### governing.com User Affiliation\*



**94%** of visitors to governing.com are from state and local government

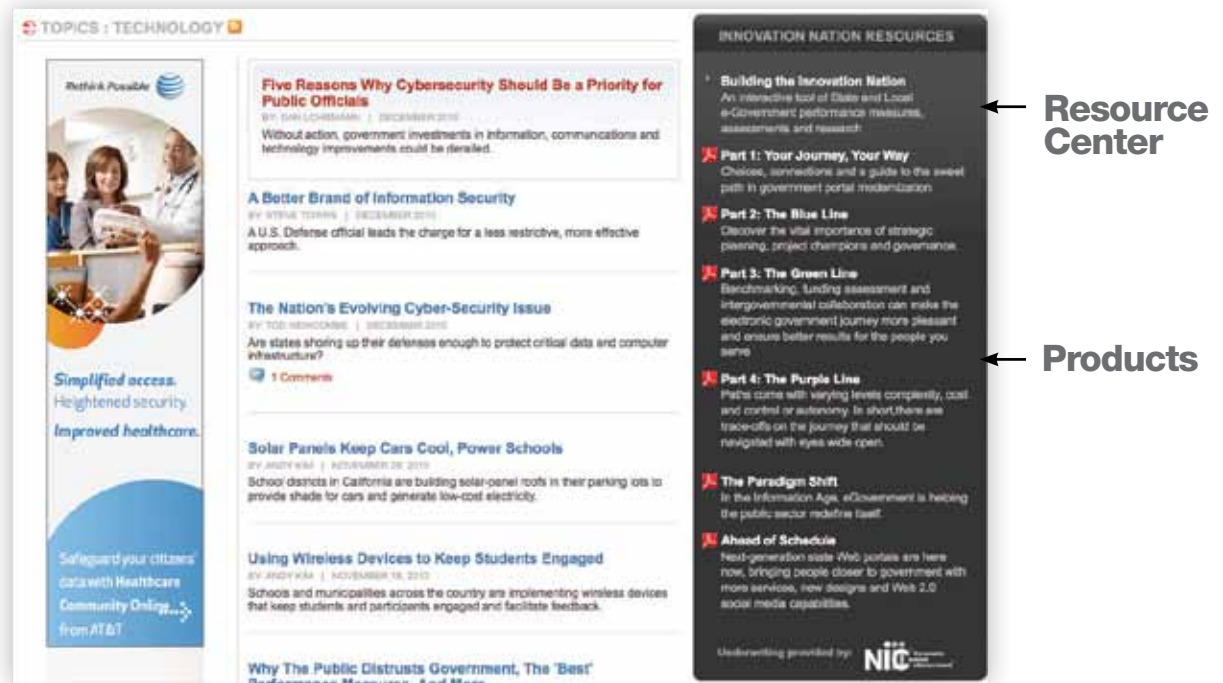
*Source: GOVERNING Online User Study (July 2010)*



James Sheehan, Medicaid Inspector General – Albany, N.Y.

# GOVERNING

Generates Turnkey Solutions that Deliver Results



## Resource Centers

Drive product awareness and executive public-sector leads

Cross-promotion across all digital platforms: e-mail newsletters, surveys and online advertising

### Deliverables:

- ✓ Lead Gen Guarantee: 125 (assets and survey)
- ✓ 300 x 600 resource center on one topic channel
- ✓ Custom designed registration page
- ✓ Up to 6 assets hosted
- ✓ 1x monthly refresh
- ✓ Lead gen survey and full color executive summary
- ✓ 3 e-mail newsletter drops – sole sponsored
- ✓ ROS ad unit on govtech.com
- ✓ Weekly metrics reporting

*3 month minimum required.*

### Lead Gen Survey Executive Summary



# GOVERNING

Offers the Opportunity to Engage and Influence

## Webinars

Promote new solutions, product launches, strategic partnerships and more

Completely sponsor-driven, interactive forum

Customized registration page with sponsor logo and two qualifier fields and/or customized questions

Full registrant contact information (includes two qualifier fields), attendee list and Q&A report to be provided post-event

## Online Forums

Take an in-depth, interactive look at hot topics that impact public sector leaders

Moderated by a GOVERNING editorial team member and editorially-driven

Customized registration page with exclusive sponsor logo

Full registrant contact information, attendee list and Q&A report to be provided post-event

## 2011 Online Forum Line-up

<b>January</b>	Legislative Special Report (Issues to Watch), Mobile Technology
<b>February</b>	Immigration, Prioritizing Spending
<b>March</b>	Technology Special Report, Education
<b>April</b>	Privatization, Health Information Exchanges
<b>May</b>	Medicaid, Energy Efficiency
<b>June</b>	Infrastructure Special Report, Performance Management
<b>July</b>	Pensions, Cloud Computing
<b>August</b>	Economic Development, Workforce Planning
<b>September</b>	Healthcare Special Report, Sustainability
<b>October</b>	Transportation Funding, Intergovernmental Relations
<b>November</b>	Public Officials of the Year, Tax Reform
<b>December</b>	Human Services, Information Security

\*Scheduled topics subject to change.

## GOVERNING Online Events QUICK STATS:

**278**

average registrants

**53.3 min out of  
60 min event**

average participant length

**60%**

attendee rate

Source: Publisher's own data

(January-June 2010 six month average)

**GETTING IT RIGHT:  
Customer Service and  
Citizen Engagement**



Join Adobe and GOVERNING for a one-hour Web event on **THURSDAY, FEBRUARY 18 AT 2PM ET** that focuses on improving citizen customer service, increasing citizen engagement in government and raising citizen expectations.

**REGISTER NOW.**

## Popular Past Webinars:

- ✓ **Greening Government: Best Practices for a More Sustainable Community** – SAP, March 2010
- ✓ **Every Dollar Counts: Taking on Fraud, Waste and Abuse** – Pitney Bowes, June 2010
- ✓ **The Nationwide Health Information Network** – Intel and HP, July 2010
- ✓ **Leveraging Desktop Virtualization with Utah State CIO Steve Fletcher** – Citrix, October 2010

# GOVERNING

Provides Thought Leadership for America's Leaders

## How-to Guides

Spotlight strategies, business solutions, deployments and implementations across any area

- ✓ Economic Development
- ✓ Education
- ✓ Environment/energy
- ✓ Federal policy
- ✓ Green government
- ✓ Health
- ✓ Infrastructure
- ✓ Justice/law enforcement
- ✓ Management/performance
- ✓ Money (taxes, budget, pensions)
- ✓ Politics/elections
- ✓ Social services
- ✓ Technology

### Deliverables:

- ✓ 28-page, 6 x 9-inch booklet with 5,000 overruns and complete 6-month promotional campaign
- ✓ Custom registration page designed and hosted to capture identities
- ✓ Publisher e-mail and direct-mail outreach to targeted list
- ✓ Custom-designed print ads in GOVERNING magazine (2x) to drive traffic
- ✓ Custom-designed online ads posted on governing.com to drive traffic
- ✓ E-mail newsletter sponsorships
- ✓ Hard copy distribution of custom publication at five e.Republic executive events



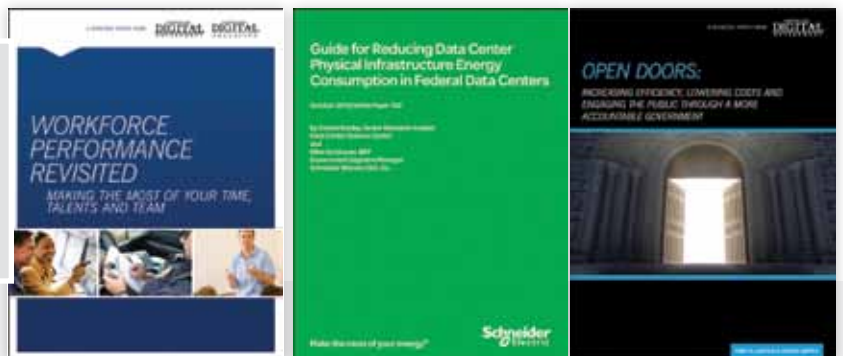
## White Paper Postings

Spotlight solutions and case studies

Features logo, PDF of the asset and a description of up to 50 words

### Deliverables:

- Lead Gen Guarantee: 25
- Registration page
- Logo, title and description posted with a Download Call to Action
- Metrics Reporting



46%

of governing.com users have downloaded white papers or other PDF resources

Source: GOVERNING Online User Study (July 2010)

# GOVERNING

## Enhances Targeted Marketing Strategies

### Surveys

Target specific selection of state and local government

Capture lead data and contact info

10 public-sector focused questions (9 closed-ended, 1 open-ended)

GOVERNING manages entire survey process; sponsor provides incentive

#### Deliverables:

Lead Gen Guarantee: 125 min/300 max

Co-branded email sent to GOVERNING subscribers

GOVERNING hosts survey and registration page

Executive summary 6 weeks after fielding survey

\*\*\* Individual responses may be purchased separately



### Custom E-mail Newsletters

Enhances targeted campaigns and marketing efforts

Provides unparalleled access to a network of thought-leaders and decision makers

Generates viable leads in specific markets through customized content

- ✓ Health
- ✓ Finance
- ✓ Human Services
- ✓ Management
- ✓ Public Workforce
- ✓ Efficiency
- ✓ Tax and Revenue
- ✓ Technology

Exclusive sponsorship maximizes penetration and includes:

- 1 728 x 90 leaderboard
- 2 300 x 250 medium rectangle
- 3 text placement (50 words of promotional copy, small logo and linking URL)

\* 1-year commitment preferred

\* GOVERNING must approve editorial topic



## Rates

Resource Centers	\$15,000 net per month (3 month minimum)
Online Forum	\$25,000 net
Webinar	\$25,000 net
How-to Guides	\$85,000 net
White Paper	\$1,500 net
Premium White Paper with filters	call for pricing
Survey	
Contact Info only	\$13,000 net
Contact Info + Individual Survey Responses	\$15,500 net
Custom E-mail Newsletters	\$8,000 net each (1 year commitment preferred)

*Additional audience filters available. Please call for complete details.*

### Contact Us

Diligence and quality define our  
brand and commitment to our partners.

For more information about GOVERNING's lead generation programs,  
please contact our office: 202.862.8802 | [advertising@governing.com](mailto:advertising@governing.com)

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