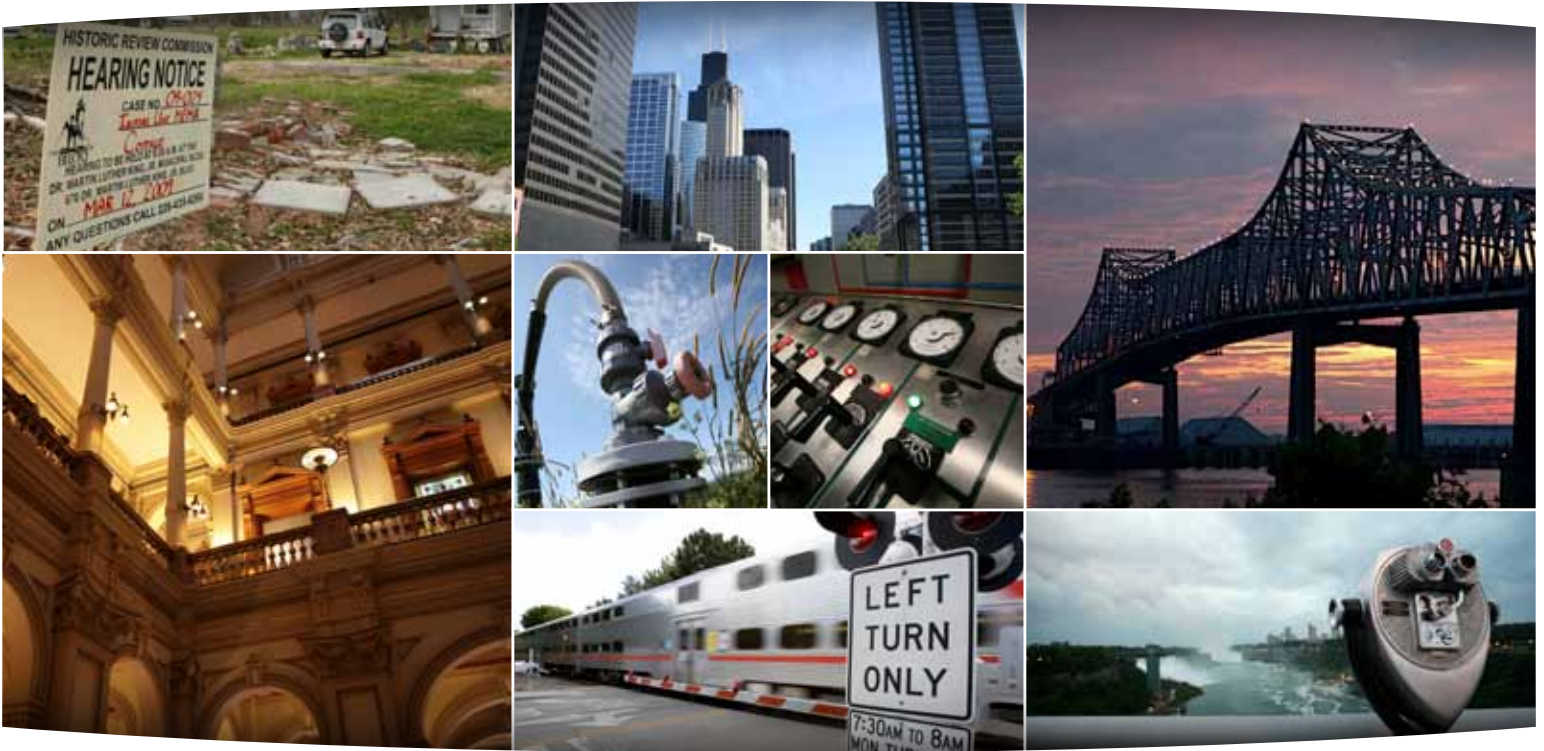


# GOVERNING

Connecting America's Leaders **Online**



**[governing.com](http://governing.com)**

Users Lead Our States and Localities



David Cicilline, Mayor – Providence, R.I.



Fred Risser, State Senator – Wisconsin



George Gascón, Police Chief – San Francisco, Calif.

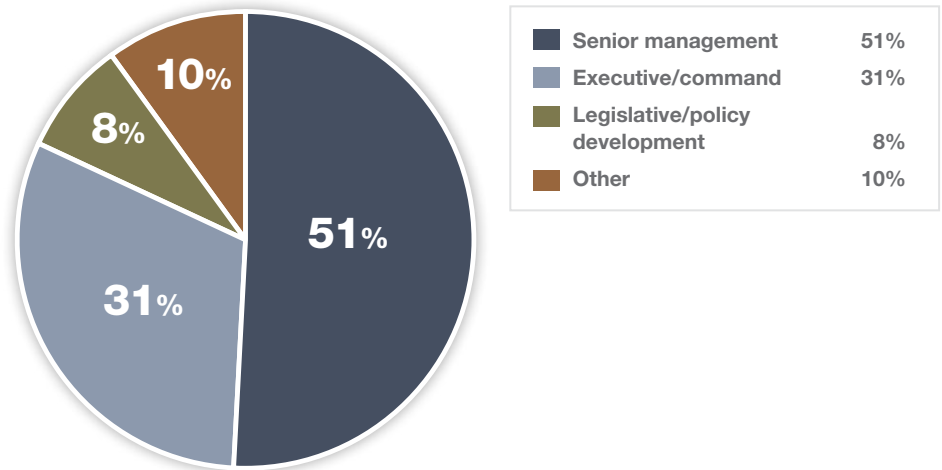
# **governing.com** Provides Strategies for Leadership

Governing.com provides the news, information and tools state and local leaders need to stay informed and ahead of the issues affecting the nation.

Our executive 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

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



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

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

# Large and Engaged Audience

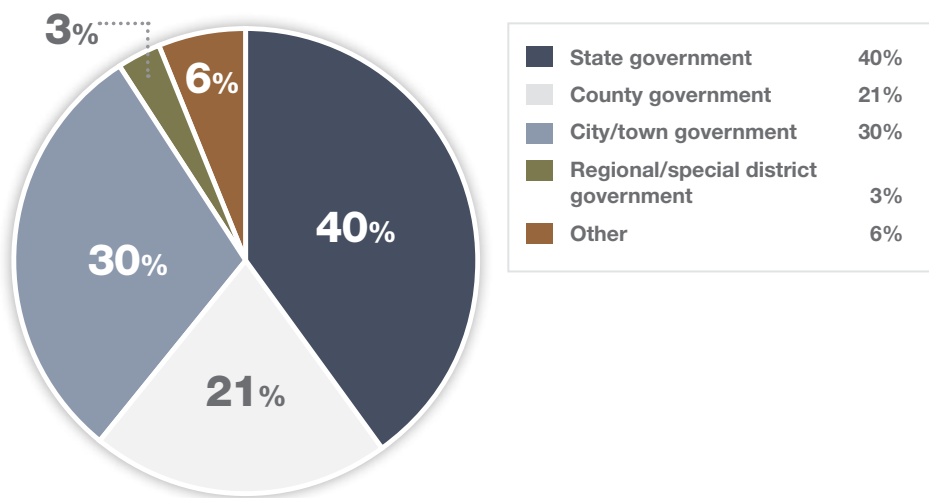
306,733 monthly page views

76,982 unique visitors per month

67% are returning visitors

Source: Google Analytics (August 2010)

## governing.com User Affiliation\*



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

Source: GOVERNING Online User Study (July 2010)



Alix Ogden, Chief of Operations - Providence, R.I.



Tom DeSantis, City Senior Planner - Niagara Falls, N.Y.



Dale Schultz, State Senator - Wisconsin



Broadway -- New York, N.Y.

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## Delivers Trusted Information

### E-mail Newsletters

Direct access to America's leaders

#### GOVERNING Daily – over 35,000 opt-in subscribers

Provides a quick scan of headlines of special interest to the state and local community

**Exclusive Sponsorship:** 300 x 250 medium rectangle, text placement

#### GOVERNING Insider – over 79,000 circulation monthly

Provides vital details about special features, upcoming coverage, white papers and happenings across GOVERNING's print and online publications, as well as in-person and online events

**Exclusive Sponsorship:** 728 x 90 leaderboard, 300 x 250 medium rectangle, text placement

#### Vertical e-mail newsletters

Finance - **over 15,000** opt-in subscribers

Health - **NEW**

Efficiency - **over 11,000** opt-in subscribers

Human Services - **over 15,000** opt-in subscribers

Management - **over 37,000** opt-in subscribers

Public Workforce - **over 14,000** opt-in subscribers

Tax and Revenue - **over 11,000** opt-in subscribers

Technology - **over 23,000** opt-in subscribers

**Exclusive Sponsorship:** 728 x 90 leaderboard, 300 x 250 medium rectangle, text placement

#### Custom e-mail newsletters

Provides unparalleled access to a network of thought-leaders

✓ Generates viable leads in specific markets through customized content

**Exclusive sponsorship:** 728 x 90 leaderboard, 300 x 250 medium rectangle, text placement

\*GOVERNING must approve concept.

\*E-mail newsletter circulation subject to change.



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## Expedites Results

### Site Branding and Brand Blocks

Maximize penetration and reach

#### ROS Units

- 1 300 x 600 half page
- 2 300 x 250 medium rectangle  
160 x 600 skyscraper
- 3 728 x 90 leaderboard  
640 x 480 interstitial

#### Brand Blocks

- 100% share-of-voice on homepage for full week (Monday-Sunday)
- Up to four premium ad placements on homepage
- Opportunity to rotate or change creative

### Custom Video

Showcase real-world business solutions

- Bring your content and success stories to life in HD Video
- Expert team of media editors, designers, video talent and project managers provide turnkey process
- 3-6 minute video shot in full HD (1080p)
- Up to 3 'A' camera setups with interviews
- B-roll footage (up to 2 hours)
- Video will appear on governing.com homepage and a channel of the sponsor's choice for 6 months:
  - ✓ 2-3 second pre-roll
  - ✓ 15 words of text and link to appear in video module

#### Other custom opportunities

- Market Research
- Case Studies
- Microsites



## GOVERNING Online Events QUICK STATS:

**278**

average registrants

**60%**

attendee rate

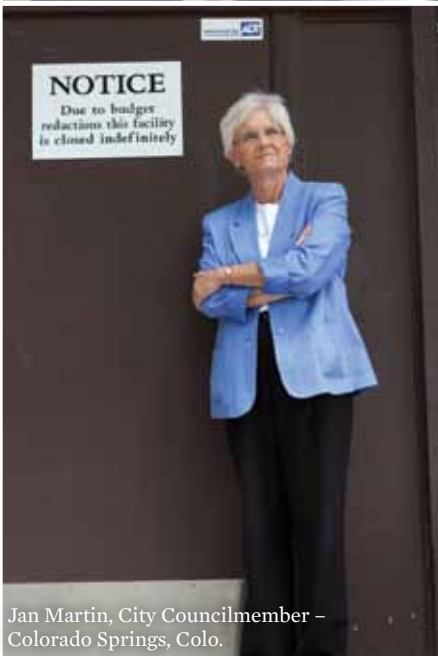
**53.3 min out of  
60 min event**

average participant length

*Source: Publisher's own data  
(January-June 2010 six-month average)*



Randy Shaw, Tenderloin Housing Clinic  
Executive Director - San Francisco, Calif.



Jan Martin, City Councilmember -  
Colorado Springs, Colo.

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## Offers the Opportunity to Engage and Influence

### 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

### 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

### 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.com

## Offers Viable Lead Generation

### 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.*



← Resource Center

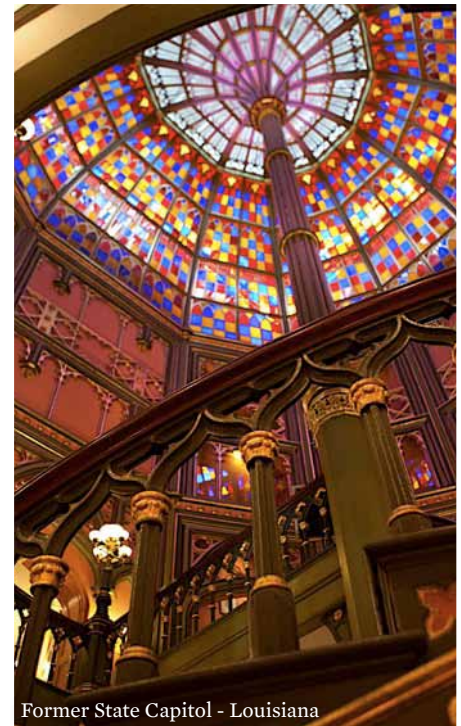
← Assets



Chicago, Ill.



Louisiana State Capitol



Former State Capitol - Louisiana

### 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*

# Rates

## **governing.com Ad Units**

Brand Block	\$4,500 net per week
Half Page (300 x 600)	\$120 CPM/net
Medium Rectangle (300 x 250)	\$120 CPM//net
Leaderboard – above the fold (728 x 90)	\$100 CPM/net
Leaderboard – below the fold (728 x 90)	\$50 CPM/net
Interstitial (640 x 480)	\$250 CPM/net
Site Blocks	\$7,000/day net
Skyscraper (160 x 600)	\$100 CPM/net

## **E-mail Newsletters**

Daily – exclusive sponsor	\$3,000 net per day \$12,000 net per week
Insider – exclusive sponsor	\$8,000 net each
Verticals	
Exclusive sponsor	\$6,000 net each
Leaderboard sponsor	\$4,000 net each
Medium Rectangle sponsor	\$4,000 net each
Text-only sponsor	\$3,000 net each
Custom	\$8,000 net each (1 year commitment preferred)

## **Lead Generation Programs**

Online Forum	\$25,000 net
Webinar	\$25,000 net
White Paper	\$1,500 net
Premium White Paper with filters	call for pricing
Resource Centers	\$15,000 net per month (3 month minimum)
Survey	
Contact Info only	\$13,000 net
Contact Info + Individual Survey Responses	\$15,500 net

## **Contact Us**

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

# GOVERNING

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