

ONLINE

BUILD YOUR BRAND & LEAD PIPELINE

A HIGHLY TARGETED STATE, LOCAL & EDUCATION AUDIENCE

With more than 5.5 million visitors annually to the e.Republic websites, they are the go-to resources for state and local government and education decision makers at every level.

We can connect you with these highly targeted audiences:

- **2.1 million** unique visitors annually to **governing.com** represent all levels of city, county and state government including governors, mayors, and senior executives in every sector.
- **1.3 million** unique visitors annually to **govtech.com** include public-sector CIOs, CTOs, IT directors, agency managers, data center directors, and procurement executives.
- **500,000** unique visitors annually to **emergencymgmt.com** represent emergency management, public safety and homeland security leaders—including first responder senior command (police, fire, EMS, HAZMAT), critical infrastructure authorities and public health professionals.
- **225,000** unique visitors annually to **centerdigtaled.com** include top-level education executives—district superintendents, chancellors, CIOs, deans, curriculum specialists and academic technologists.
- **1.4 million** unique visitors annually to other e.Republic-branded websites.



GOVERNING.COM/ONLINE AUDIENCE

ONLINE MEDIA STATE AND LOCAL LEADERS

READ MOST:

1. governing.com
2. ncs1.org
3. foxnews.com

ONLINE MEDIA STATE AND LOCAL LEADERS SAY IS "MOST OBJECTIVE"

1. governing.com
2. npr.org
3. nytimes.com

ONLINE MEDIA STATE AND LOCAL LEADERS SAY IS "MOST CURRENT"

1. governing.com
2. ncs1.org
3. politico.com

Erdos & Morgan. The 2012 Opinion Leaders Study. The industry's leading study of media influence, the Erdos & Morgan Opinion Leaders Study has measured media usage among the most influential people in the U.S. for over 20 years.

6M

page views annually

500k

average page views per month

193k

unique visitors per month

80k

newsletter subscribers

7k

Twitter followers

Google Analytics and Publisher's Data, 2013

Target all levels of city, county and state government including governors, mayors, and key decision makers across agencies and sectors—finance, procurement, personnel and administration; transportation and infrastructure; education; health and human services and more.

86% of governing.com visitors tell us they visit weekly—to stay up on current events, or to learn something new to help them do their job better.

GOVERNING.COM AUDIENCE

Level of Government

45%	State
26%	City/town
19%	County
4%	Regional/Special District
2%	Federal
1%	Education
2%	Other

Job Function

34%	Mid-level management
29%	Staffer/Support
21%	Senior executive command/ Senior management
11%	Elected or Appointed Official
5%	Other

governing.com online users' survey, August 2013

GOVTECH.COM/ONLINE AUDIENCE

3.5M

page views
annually

80K

newsletter
subscribers

290K

average page
views per month

7.9K

Twitter
followers

Google Analytics and Publisher's Data, 2013

9 out of 10 Opinion Leaders who read Government Technology magazine say it's the #1 "Most Current" source of information for technology news & information.

Erdos & Morgan. The 2012 Opinion Leaders Study. The industry's leading study of media influence, the Erdos & Morgan Opinion Leaders Study has measured media usage among the most influential people in the U.S. for over 20 years.

Target the online audience that most wants to learn more about new technology solutions for state and local government—including CIOs, CTOs, IT directors, agency managers, data center directors, and procurement executives.

Govtech.com visitors tell us that they visit weekly to stay up on current events, learn something new to help them do their job better, prepare for meetings and presentations, and to share content with friends.

govtech.com online users' survey, 2013

GOVTECH.COM AUDIENCE

Level of Government

41% State
15% County
16% Regional/Special District
22% City/town
6% Federal

Job Function

35% IT Professional
19% Staffer/Support
17% Senior Executive Command/
Senior Management
13% Management/Operations
10% Other
4% Law Enforcement
2% Elected or Appointed Official

govtech.com online users' survey, 2013

EMERGENCYMGMT.COM/ONLINE AUDIENCE

Emergencymgmt.com is the most visited website compared to our competition.

emergencymgmt.com online survey 2013

1.8M

page views
annually

51K

unique visitors
per month

164K

average page
views per month

18K

Facebook likes

Google Analytics, 2013

Target emergency management, public safety and homeland security leaders—including first responders senior command (police, fire, EMS, HAZMAT), critical infrastructure authorities and public health professionals.

EMERGENCYMGMT.COM AUDIENCE

Level of Government

18% Municipal Government
17% County Government
15% State Government
13% Federal Government
18% Other
12% Private-Sector
Practitioners
4% Education
3% Special District,
Public Utility

Job Function

22% First responder (police, fire chiefs,
EMS management)
20% Program management/
Project management
25% Other
13% Agency management
(Commissioner/Director/Agency
or Department manager)
10% Emergency Operations Center
Director/manager

emergencymgmt.com online users' survey, 2013

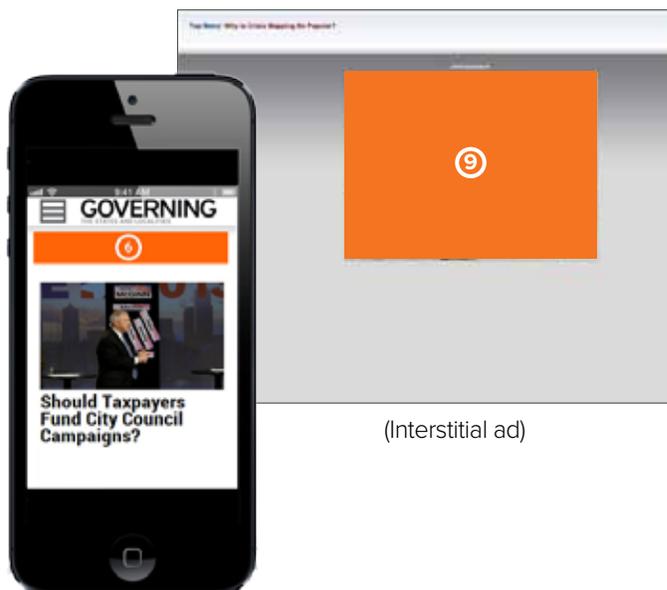
ONLINE ADVERTISING OPPORTUNITIES

Connect with public-sector executives. Position your brand next to timely, must-read content. A presence on our sites gives you visibility with the decision makers who matter most in the state, local and education markets. We offer a variety of ad placements that can be targeted to specific home pages, run of site, or segmented by topic.

Ad units available on **governing.com**, **govtech.com**, **emergencymgmt.com** and **centerdigitaled.com**.

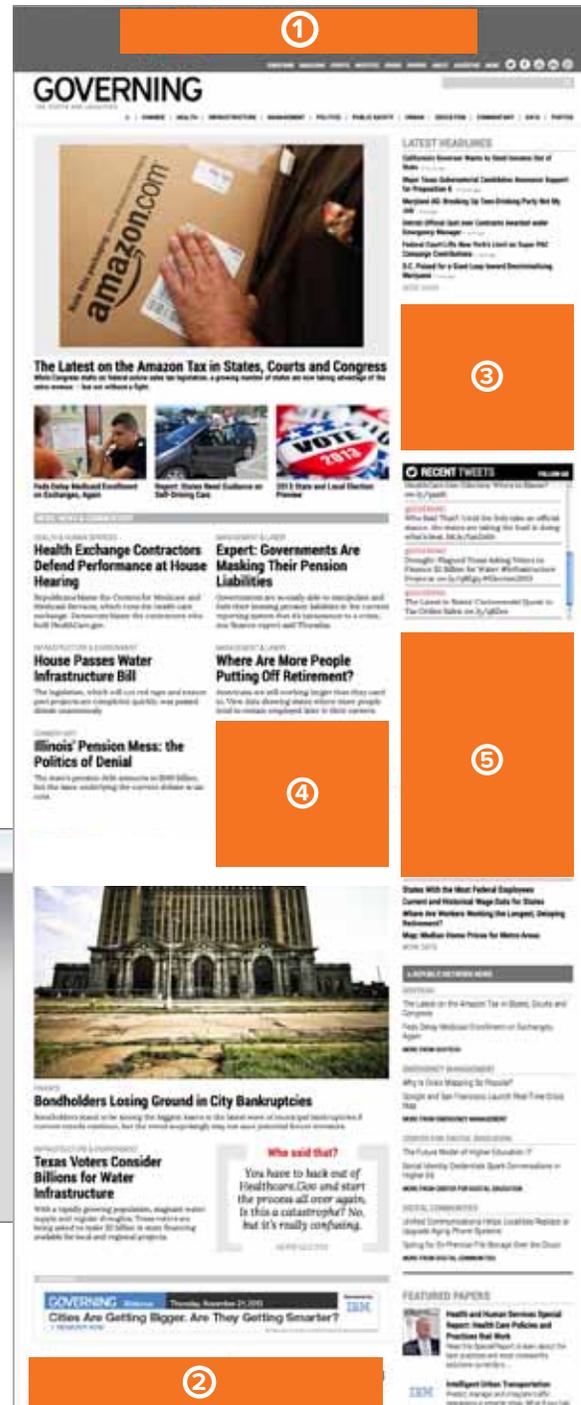
Pricing is for Standard Display Ad units only. Contact us for pricing on Rich Media Display Ads.

AD UNIT	SIZE (pixels)	CPM
1 Top Leaderboard	728x90	\$120
2 Middle Leaderboard	728x90	\$50
3 Top Rectangle	300x250	\$100
4 Middle Rectangle	300x250	\$50
5 Half Page	300x600	\$120
6 Top Mobile Leaderboard (governing.com only)	300x50	\$120
7 Middle Mobile Leaderboard (governing.com only) (not shown)	300x50	\$50
8 Text Link (not shown)	250 characters max	\$25
9 Interstitial	640x480 or 300x250	\$250



(Mobile Leaderboard ad)

(Interstitial ad)



NEWSLETTER OPPORTUNITIES

The best way to reach the people you want to talk to. Deliver your message to thousands of targeted, opt-in audiences of key management, policy and purchasing influencers.

Newsletter ad sizes for sponsors include 728 x 90 leaderboard; 300 x 250 rectangle; and a text box ad with linked image and 250 characters. Prices below are for exclusive email newsletter sponsorship. Pricing is net, per drop.

Contact us for pricing on non-exclusive sponsorships and customized “Special Issue” newsletter offerings.

Governing Email Newsletters

(all opt-in subscribers)

Subscribe and view sample newsletters at governing.com/newsletters

GENERAL

MOST POPULAR

Governing Daily provides a quick scan of the day’s headlines, as well as original and breaking news of special interest to state and local government readers.

Frequency: Daily / **Subscribers:** 40,000

Governing Insider features the month’s top stories, plus vital, early details about upcoming coverage, online and in-person events and learning opportunities.

Frequency: Monthly / **Subscribers:** 80,000

GOV Data highlights the latest analysis and notable data releases pertinent to many areas of state and local government. Written by Governing’s Mike Maciag, the newsletter features the best data-driven stories and graphical visualizations from the Governing Data website and its “By the Numbers” blog.

Frequency: Monthly / **Subscribers:** 4,000

FINANCE & ADMINISTRATION

Finance, written by Governing correspondent Penelope Lemov, features in-depth analysis of budget policy, bond financing, public pensions and more.

Frequency: 2x monthly / **Subscribers:** 18,000

Better, Faster, Cheaper delivers innovative ideas for governments looking to provide real value to the public while lowering the cost of services.

Frequency: Monthly / **Subscribers:** 13,500

WORKFORCE ADMINISTRATION

Management offers exclusive features by management experts Katherine Barrett and Richard Greene. Contributors also include columns by government finance and benefits expert Girard Miller and government management consultant and author Ken Miller.

Frequency: 2x monthly / **Subscribers:** 32,000+

Public Workforce, authored by Governing contributor Heather Kerrigan, identifies significant developments and trends in areas related to public-sector human resources and workplace practices.

Frequency: Monthly / **Subscribers:** 14,000

HEALTH & HUMAN SERVICES

Health offers expert analysis on the top health-care issues facing states and localities, including costs, delivery, financing and technology; Medicaid reform and expansion; and ways government can promote prevention and encourage healthy living.

Frequency: 2x monthly / **Subscribers:** 7,000

Human Services, by Governing executive editor Jonathan Walters, offers an overview of developments and issues relating to the delivery of social services such as welfare and healthcare.

Frequency: 2x monthly / **Subscribers:** 15,000

TRANSPORTATION & INFRASTRUCTURE

Infrastructure focuses on the policies, practicalities and politics of state and local infrastructure. Topics covered include energy, water, waste, transportation, urban planning and the built environment, as well as the technologies that make building and maintaining those systems more efficient.

Frequency: Monthly / **Subscribers:** 3,500

TECHNOLOGY

Governing's Technology newsletter targets state and local government leadership and policy specialists and delivers exclusive, in-depth stories on information technology in government and the latest trends in digital service delivery.

Frequency: Monthly / **Subscribers:** 22,000

Govtech Today features state and local IT news on current events, best practices and trends. Subscribe and view sample newsletter at govtech.com/subscribe

Frequency: Daily / **Subscribers:** 45,000

Public CIO Executive Update delivers news, commentary and thought leadership for the C-level IT community.

Frequency: 2x monthly / **Subscribers:** 12,000

EMERGENCY MANAGEMENT**Emergency Management Newsletter**

covers public safety, homeland security and emergency management news, strategy and leadership for critical times. Subscribe and view sample newsletter at emergencymgmt.com/subscribe/newsletter

Frequency: Weekly / **Subscribers:** 30,000

EDUCATION**Center for Digital Education Email Newsletters**

Include Centerdigitaled.com as part of your education marketing strategy for lead-generation support and measurable results. Ad placements can be targeted to home page or run of site.

Subscribe and view sample newsletters at:

www.centerdigitaled.com/newsletter

Center for Digital Education Newsletter

features stories, research and timely news for the education industry on federal and state policies and funding around technology.

Frequency: 2x monthly / **Subscribers:** 31,000

K-12 Education Technology Newsletter

covers news, technology innovations, and initiatives in K-12.

Frequency: 2x monthly / **Subscribers:** 10,000

Higher Education Newsletter covers news, technology innovations, and initiatives in higher education.

Frequency: 2x monthly / **Subscribers:** 13,000



MOST POPULAR



MOST POPULAR

REACH TOMORROW'S STUDENTS, **TODAY**

GOVERNING



**MPA, MPP AND
EXECUTIVE PROGRAMS**

Governing U is a featured area on governing.com designed specifically for those looking to pursue advanced degrees or professional development opportunities in public service.

- Free listings for all MPA, MPP and executive programs, plus other certificate and professional development programs
- At-a-glance geographic browse via an interactive map

Sponsorship benefits include:

- Featured listing on GOV U
- Leaderboard and rectangle ads on governing.com and GOV U
- Exclusive sponsorship of a GOVERNING Daily newsletter

Visit governing.com/degrees to see current listings.

EMERGENCY MANAGEMENT



**MPA, MPP AND
EXECUTIVE PROGRAMS**

REACH THE AUDIENCE THAT IS LOOKING FOR MASTER'S DEGREES OR CERTIFICATE PROGRAMS.

Emergency Management is the one media platform that represents emergency management, public safety and homeland security leaders—including first responder senior command (police, fire, EMS, HAZMAT), critical infrastructure authorities and public health professionals.

Many of our readers, visitors and event attendees are among the best candidates for your Master's degree or certificate programs. Partner with Emergency Management to reach these future students in our magazine, at our events, or online at emergencymgmt.com.

Sponsorship benefits include:

- Print: Full page, four-color ad in *Emergency Management*
- Events: Exposure at our Emergency Management Summits of your choice
- Online: Online listing and leaderboard ad on Emergency Management U
- Featured listing in 2 *Emergency Management* email newsletters

Visit emergencymgmt.com/degrees to see current listings.

CONTENT SYNDICATION/ LEAD-GENERATION

ONLINE RESOURCE CENTERS

Make full use of your organization's valuable content and expertise while showcasing your thought leadership and capturing leads. This innovative promotional format offers an attractively priced cost per lead and gives visitors the opportunity to download your informational resources in your own branded center on one of our sites.*

Resource Center packages include:

- 100 to 500 leads per quarter guaranteed
- 3 month duration
- Logo-branded content module
- 90-150k impressions/quarter
- Dedicated project management
- Up to 5 external links or hosted assets
- Monthly impression and click metrics
- Monthly asset registration reports
- Up to 2x content refresh per quarter
- 300x250 or 120x90/text ad in 3 email newsletters
- Optional custom form and filters

*We offer custom media services for White Papers, Issue Briefs, Case Studies or any custom content for posting and lead generation.

Visit erepublic.com/adspecc for Resource Center option details and pricing.



ASSET HOSTING

Generate leads by syndicating your pdf or video asset on one of our market-leading sites.

Asset Hosting packages include:

- 30 to 500 leads per quarter guaranteed
- One asset (video must be third party hosted)
- Listing in library on applicable website
- Registration page (standard or custom)
- Regular promotion to our targeted audience
- CPL pricing to fit any budget
- Custom filters to fit most campaigns

Visit erepublic.com/adspecc for Asset Hosting option details and pricing.

MICROSITES

LET US BUILD YOUR GOVERNMENT OR EDUCATION WEBSITE PORTAL.

Your website doesn't have a government section? Let us build it! Utilize industry leaders Governing, Government Technology, Emergency Management or the Center for Digital Education as a co-brand and allow us to create your portal quickly and cost efficiently, showcasing your assets to our audience of key decision makers. We offer third-party credibility to position your company as a complete solutions provider to state and local government and education leaders.

Microsite packages include:

- 70 to 420 leads per quarter guaranteed
- 3 month duration
- Robust mobile friendly responsive design template
- Custom vanity URL (e.g., govtech.com/yourtopicname)
- "About" module with company overview
- Up to 10 external links or hosted assets
- Featured placement for one link or hosted asset
- Listing in library for one asset on applicable website
- Facebook and/or Twitter module
- 300x250 Middle Rectangle ad on Microsite page
- 300x250 or 120x90/text ad in 3 email newsletters
- Monthly impression and click metrics
- Up to 2x content refresh per quarter
- Standard registration page for one asset (optional)
- Monthly asset registration reports (optional)
- Optional ROS 300x250 Middle Rectangle ad linked to Microsite

Visit erepublic.com/adspecs for Microsite option details and pricing.

LEARN MORE about our state and local government online solutions at erepublic.com/mediakit

ASSETS YOUR COMPANY CAN POST

CLIENT VIDEO CAN ALSO BE PUT ON THE SITE

The screenshot shows a microsite layout for 'GOVERNMENT TECHNOLOGY' with a 'CenturyLink' logo in the top right. The main content area features a large '300x250 RECTANGLE AD' for CenturyLink, which includes a 'Price-Lock Guarantee' and a '\$19.95' offer. Below the ad are social media widgets for Facebook and Twitter, and a video player at the bottom left. Labels with dotted lines point to the 'COMPANY LOGO', '300x250 RECTANGLE AD', and 'SOCIAL MEDIA WIDGETS FACEBOOK/TWITTER'.

PARTNERING WITH Govgirl

PARTNERING WITH GOVGIRL IS A UNIQUE OPPORTUNITY FOR YOU TO GET EXPOSURE IN THE EMERGING SOCIAL MEDIA SPACE AND BE FEATURED ON THE TOPIC OF YOUR CHOICE.



“GovGirl” Kristy Fifelski is the upbeat host of govtech.com’s online video show covering what’s hot in government technology innovation. GovGirl’s take on the lighter side of government life makes her videos extremely popular with our audience.

GovGirl videos are showcased on the Government Technology website govtech.com and YouTube highlighting the burning topics government wants to know about.

GovGirl is the **most popular blog on govtech.com**.

GovGirl YouTube video views: **63,000** in September (Source: Google Analytics).

GovGirl email newsletters: **6,000 opt-in subscribers**; open rate: **35%**.

Kristy Fifelski is an award-winning social government expert and New Media Director of e.Republic, Government Technology’s parent company. Kristy served over a decade in city government and was on the Board of Directors of the National Association of Government Webmasters.

Kristy’s reputation frequently earns her a place on popular who’s who lists, including *100+ Women in Government Technology (GovFresh, 2010)*, *50 Must-Read State & Local Government IT Blogs (StateTech, 2012)*, *Top 40+ #Gov20 People to Follow on Twitter (Govloop, 2012)* and *Top 10 Most Viewed Blog Posts (Reach the Public at govdelivery.com)*.

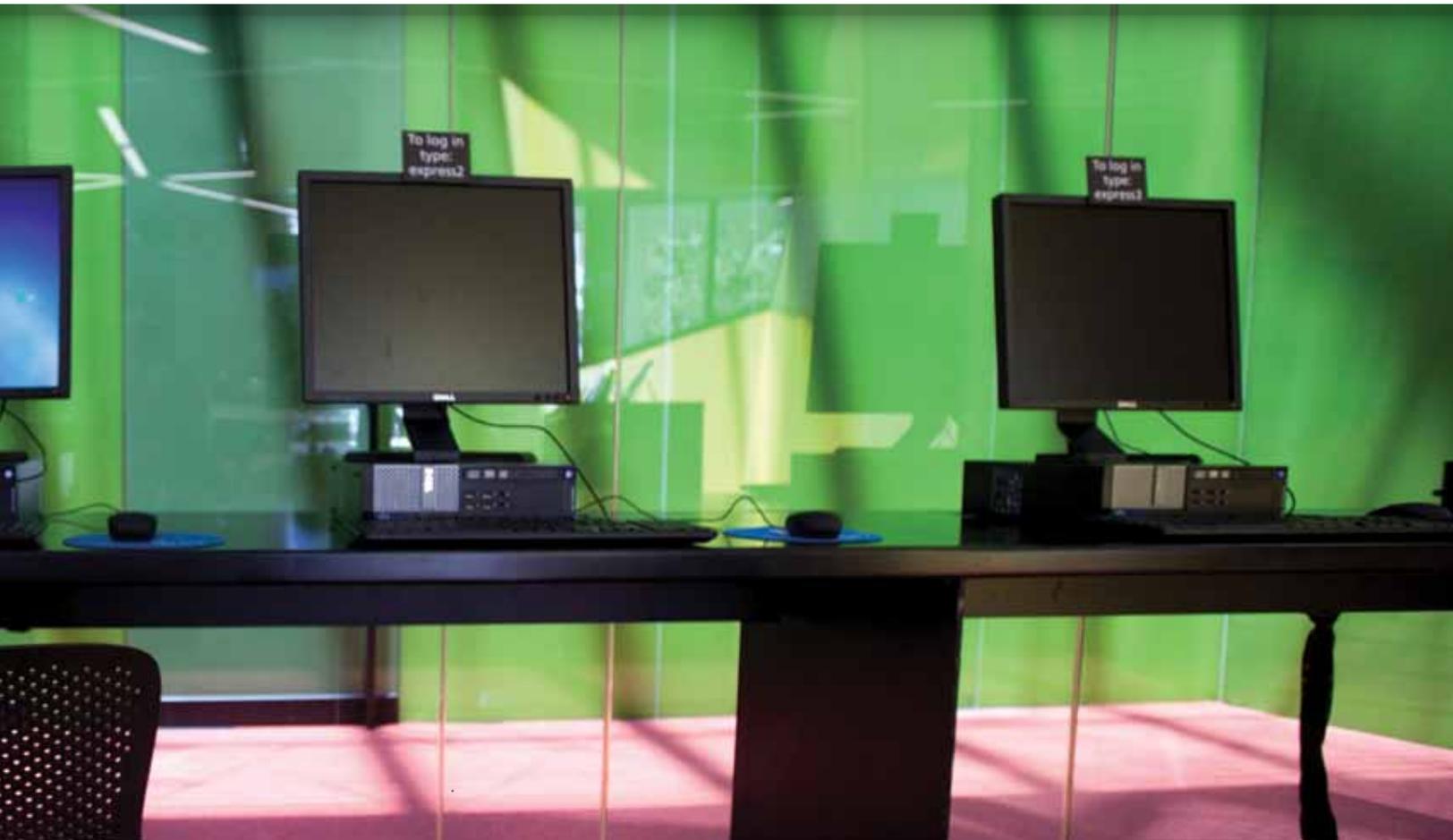
GovGirl is available to deliver lively and upbeat keynotes on a variety of themes relating to government social media, mobility and other custom government technology topics to match your needs.

Visit govtech.com to see Kristy’s latest videos. Contact us for pricing and speaking opportunities.

“ I always look to GovGirl for guidance on local gov issues.”

LUKE STOWE, CITY OF EVANSTON, IL

The nation's only media and research company focused exclusively on state and local government and education



*Divisions of e.Republic
updated 11.7.13*

MEDIA

GOVERNING

The States and Localities

GOVERNMENT TECHNOLOGY

Solutions for State and Local Government

PUBLIC CIO

Technology Leadership in the Public Sector

EMERGENCY MANAGEMENT

Strategy and Leadership In Critical Times

CONTACT US

erepublic.com/mediakit
marketing@erepublic.com
800-940-6039

RESEARCH

GOVERNING INSTITUTE

Advances better government by improving performance and outcomes through research, decision support and executive education

CENTER FOR DIGITAL GOVERNMENT

A national research and advisory institute focused on technology policy and best practices in state and local government

CENTER FOR DIGITAL EDUCATION

A national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding

MARKET NEWS

INDUSTRY INSIDER smart.erepublic.com

Provides state and local government and education market news for companies looking to grow their public-sector market share.