



1105 GOVERNMENT Information Group

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RESEARCH

In the rapidly changing government technology market, buyers can't afford to miss a headline. That's why thousands of decision-makers subscribe to each of 1105 Government Information Group's e-mail newsletters. They're the most timely, effective vehicles to deliver your message directly to the inbox of the agency executives, program managers, IT managers and systems integrators who drive today's results-oriented government IT market.



FLAGSHIP E-MAIL NEWSLETTERS

<p>Federal Computer Week (Daily, 80,000 subscribers)</p>	<p>FCW Daily provides critical IT policy, technology and business developments to IT managers and executives who specify, buy and deploy computer and communications equipment and related products and services. Subscribers are agency executives, program managers, IT managers and systems integrators across all segments of federal, state and local government.</p> <table border="0"> <tr> <td>Federal government: 64.6%</td> <td>Exec/command/admin/ops/program mgt: 35.9%</td> </tr> <tr> <td> DOD: 25.5%</td> <td>Computer/communications/network mgt: 32.7%</td> </tr> <tr> <td> Civilian agencies: 39.1%</td> <td>Technical/engineering mgt: 14.1%</td> </tr> <tr> <td>State and local government: 14.6%</td> <td>Procurement/purchasing mgt: 4.8%</td> </tr> <tr> <td>Systems integrators: 17.5%</td> <td>Personnel/training/sales/mktg mgt and legal/leg/consulting: 8.6%</td> </tr> <tr> <td>Other: 3.3%</td> <td>Other: 3.9%</td> </tr> </table>	Federal government: 64.6%	Exec/command/admin/ops/program mgt: 35.9%	DOD: 25.5%	Computer/communications/network mgt: 32.7%	Civilian agencies: 39.1%	Technical/engineering mgt: 14.1%	State and local government: 14.6%	Procurement/purchasing mgt: 4.8%	Systems integrators: 17.5%	Personnel/training/sales/mktg mgt and legal/leg/consulting: 8.6%	Other: 3.3%	Other: 3.9%		
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<p>GCN (Daily, 80,000 subscribers)</p>	<p>GCN Daily Update provides essential news on government IT developments and technology. Subscribers are CIOs, CTOs, IT program and project managers, technical professionals and others who specify and buy IT for federal/state/local government, as well as OEMs, systems integrators and VARs.</p> <table border="0"> <tr> <td>Federal government: 68.8%</td> <td>Exec/command/admin/ops/program mgt: 35.5%</td> </tr> <tr> <td> DOD: 26.7%</td> <td>Computer/communications/network mgt: 18.6%</td> </tr> <tr> <td> Civilian agencies: 42.1%</td> <td>Technical/engineering mgt: 23.4%</td> </tr> <tr> <td>State and local government: 19.8%</td> <td>Procurement/purchasing mgt: 8.6%</td> </tr> <tr> <td>Other: 11.4%</td> <td>Personnel/training/sales/mktg mgt and legal/leg/consulting: 3.3%</td> </tr> <tr> <td></td> <td>Other: 10.6%</td> </tr> </table>	Federal government: 68.8%	Exec/command/admin/ops/program mgt: 35.5%	DOD: 26.7%	Computer/communications/network mgt: 18.6%	Civilian agencies: 42.1%	Technical/engineering mgt: 23.4%	State and local government: 19.8%	Procurement/purchasing mgt: 8.6%	Other: 11.4%	Personnel/training/sales/mktg mgt and legal/leg/consulting: 3.3%		Other: 10.6%		
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<p>GOVERNMENT HEALTHIT (Biweekly, 40,000 subscribers)</p>	<p>Government Health IT keeps health IT decision-makers in government and industry abreast of the public policies and IT applications affecting the growing health care services community. Subscribers are senior IT executives and clinical IT managers who plan, purchase and implement health-related computer and communications products and services.</p> <table border="0"> <tr> <td>Federal government: 21.0%</td> <td>Exec mgt/command: 21.5%</td> </tr> <tr> <td> DOD: 8.9%</td> <td>Admin/ops mgt: 16.7%</td> </tr> <tr> <td> Civilian agencies: 12.1%</td> <td>Computer/communications/network mgt: 32.8%</td> </tr> <tr> <td>State and local government: 16.1%</td> <td>Technical/engineering mgt: 6.5%</td> </tr> <tr> <td>Health systems: 33.8%</td> <td>Clinical mgt: 4.7%</td> </tr> <tr> <td>Public policy: 11.7%</td> <td>Other mgt: 17.8%</td> </tr> <tr> <td>Suppliers/industry: 17.4%</td> <td></td> </tr> </table>	Federal government: 21.0%	Exec mgt/command: 21.5%	DOD: 8.9%	Admin/ops mgt: 16.7%	Civilian agencies: 12.1%	Computer/communications/network mgt: 32.8%	State and local government: 16.1%	Technical/engineering mgt: 6.5%	Health systems: 33.8%	Clinical mgt: 4.7%	Public policy: 11.7%	Other mgt: 17.8%	Suppliers/industry: 17.4%	
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<p>WashingtonTechnology (Daily, 65,000 subscribers)</p> <p>PLUS . . . ask your media consultant about the new, mobile WT Daily News Alert.</p>	<p>Washington Technology News Watch provides essential news for and about government contractors and systems integrators, and focuses on the business of doing business with government agencies. Subscribers are senior executives, program managers and business development managers at the systems integrators, VARs, software developers, solution providers and 8(a) small businesses that provide IT, telecommunication and other complex systems to federal, state and local customers.</p> <table border="0"> <tr> <td>System integration: 34.2%</td> <td>Sr exec/corp mgt: 45.7%</td> </tr> <tr> <td>VAR: 7.6%</td> <td>Program/project mgt: 13.7%</td> </tr> <tr> <td>Systems/software development: 13.7%</td> <td>Tech mgt: 12.2%</td> </tr> <tr> <td>Distribution/aggregation: 2.6%</td> <td>Systems analyst/solutions architect/eng mgt: 7.8%</td> </tr> <tr> <td>Aerospace/defense contractor: 7.6%</td> <td>Procurement/capture mgt: 2.7%</td> </tr> <tr> <td>Other govt contractor/Prof/eng svcs: 12.4%</td> <td>BD/sales/teaming/alliance mgt: 7.5%</td> </tr> <tr> <td>Other: 12.6%</td> <td>Other: 10.4%</td> </tr> </table>	System integration: 34.2%	Sr exec/corp mgt: 45.7%	VAR: 7.6%	Program/project mgt: 13.7%	Systems/software development: 13.7%	Tech mgt: 12.2%	Distribution/aggregation: 2.6%	Systems analyst/solutions architect/eng mgt: 7.8%	Aerospace/defense contractor: 7.6%	Procurement/capture mgt: 2.7%	Other govt contractor/Prof/eng svcs: 12.4%	BD/sales/teaming/alliance mgt: 7.5%	Other: 12.6%	Other: 10.4%
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Source: All subscriber data is publisher's own data (December 2007)

Leverage the strength across 1105 Government Information Group's market-leading media brands with e-mail newsletters that blend circulation across our network of targeted decision-makers for even greater advertiser reach and impact.

<p>Defense Systems IT Report (Weekly, 100,000 subscribers)</p>	<p>Covers strategic intelligence for info-centric operations across the Department of Defense and intelligence agencies. Subscribers are IT professionals in the armed forces and defense/ intelligence agencies who plan, specify, acquire, develop, deploy and use mission-critical systems in support of business, homeland security, logistics and military functions.</p> <p>Federal government: 69.6% Armed Forces: 25.0% Federal exec/leg: 16.3% Defense agencies: 28.3% Defense/govt contractors: 20.7% Other: 9.7%</p> <p>Exec/command/admin/ops/program/project mgt: 35.7% Computer/IT/systems mgt: 23.0% Technical/engineering mgt: 18.3% Procurement/contract/purchasing mgt: 5.0% Personnel/training/education mgt: 2.0% Congressional/White House/other: 16.0%</p>
<p>Homeland Security IT Report (Weekly, 60,000 subscribers)</p>	<p>Delivers news about programs, policies and technology influencing governmental computer and communications use and purchasing related specifically to IT initiatives of the Department of Homeland Security, including anti-terror and border security initiatives. Subscribers are federal and state and local government IT managers and executives who use, plan, purchase and deploy computer and communications equipment and related products and services for Homeland Security applications.</p> <p>Federal government: 57.3% DOD: 21.7% Civilian agencies: 35.6% State and local government: 22.6% Systems integrators: 13.4% Other: 6.7%</p> <p>Exec/command/admin/ops/program mgt: 37.7% Computer/communications/network mgt: 23.7% Technical/engineering mgt: 13.3% Procurement/purchasing mgt: 4.0% Personnel/training/sales/mktg mgt and legal/leg/consulting: 12.0% Other: 9.3%</p>
<p>Networking IT Report (Biweekly, 20,000 subscribers)</p>	<p>Delivers news on the technology and policy of networking/telecommunications systems. It covers Networkx, system architecture, mobile and wireless devices, wireless area networks, spectrum management and federal agencies' transition, implementation and adoption of IPv6. Subscribers are government IT executives and managers involved in the planning, purchase and implementation of communications and networking equipment and services.</p> <p>Federal government: 61.3% DOD: 23.0% Civilian agencies: 38.3% State and local government: 24.3% Other: 14.4%</p> <p>Exec/command/admin/ops/program mgt: 30.0% Computer/communications/network mgt: 22.7% Technical/engineering mgt: 27.7% Procurement/purchasing mgt: 7.3% Personnel/training/sales/mktg mgt and legal/leg/consulting: 2.2% Other: 10.1%</p>
<p>Security IT Report (Weekly, 55,000 subscribers)</p>	<p>Supports government chief security officers, IT executive and program managers with news and analysis on the policies, programs and technologies designed to ensure the integrity of government information and the infrastructure that supports it. Subscribers are IT managers and executives who use, plan, purchase and deploy security-related products and services.</p> <p>Federal government: 63.7% DOD: 27.2% Civilian agencies: 36.5% State and local government: 15.2% Systems integrators: 20.3% Other: 0.8%</p> <p>Exec/command/admin/ops/program mgt: 36.3% Computer/communications/network mgt: 32.9% Technical/engineering mgt: 14.6% Procurement/purchasing mgt: 4.9% Personnel/training/sales/mktg mgt and legal/leg/consulting: 10.2% Other: 1.1%</p>
<p>State and Local IT Report (Biweekly, 50,000 subscribers)</p>	<p>Covers IT policies, programs and projects related to computer and communications use and purchasing at the state and local levels of government. Subscribers are IT managers and executives who use, plan, purchase and deploy computer and communications equipment and related products and services in their workplace.</p> <p>Federal government: 20.0% DOD: 9.2% Civilian agencies: 10.8% State and local government: 65.1% Systems integrators: 10.7% Other: 4.2%</p> <p>Exec/command/admin/ops/program mgt: 41.3% Computer/communications/network mgt: 26.8% Technical/engineering mgt: 13.0% Procurement/purchasing mgt: 5.0% Personnel/training/sales/mktg mgt and legal/leg/consulting: 10.1% Other: 3.8%</p>

VERTICAL E-MAIL NEWSLETTERS

Federal Computer Week

Government 2.0
(Monthly, 50,000 subscribers)

Highlights the policy, technology and implementation behind successful e-government programs. Subscribers are federal and state and local government IT and program managers responsible for planning, purchase and use of the large-scale online and electronic services that enable government-citizen interaction.

Federal government: 61.2%
DOD: 25.5%
Civilian agencies: 35.7%
State and local government: 14.6%
Systems integrators: 17.2%
Other: 7.0%

Exec/command/admin/ops/program mgt: 35.7%
Computer/communications/network mgt: 27.7%
Technical/engineering mgt: 15.0%
Procurement/purchasing mgt: 5.6%
Personnel/training/sales/mktg mgt and legal/leg/consulting: 9.7%
Other: 6.3%

Source: All subscriber data is publisher's own data (December 2007)

VERTICAL E-MAIL NEWSLETTERS (cont'd)

Federal Computer Week

Workplace Strategies

(Monthly, 50,000 subscribers)

Delivers news about policies and programs that govern common business functions across government, including financial management, human capital management, case management, grant management and other initiatives from the Office of Management and Budget. Subscribers are IT managers and senior executives charged with training and managing government IT workers as well as those who plan, purchase and implement governmentwide management systems.

Federal government: 63.0%	Exec/command/admin/ops/program mgt: 36.3%
DOD: 26.4%	Computer/communications/network mgt: 29.8%
Civilian agencies: 36.6%	Technical/engineering mgt: 14.5%
State and local government: 14.8%	Procurement/purchasing mgt: 4.9%
Systems integrators: 17.2%	Personnel/training/sales/mktg mgt and legal/leg/consulting: 9.6%
Other: 5.0%	Other: 4.9%

GCN

Lab News and Review

(Biweekly, 40,000 subscribers)

Delivers the latest product news, reviews and perspectives on existing and emerging technologies and software for government IT users. Subscribers are IT managers and executives who use, plan, purchase and deploy technology at all levels of federal, state and local government.

Federal government: 64.4%	Exec/command/admin/ops/program mgt: 31.4%
DOD: 22.2%	Computer/communications/network mgt: 18.1%
Civilian agencies: 42.2%	Technical/engineering mgt: 31.6%
State and local government: 26.3%	Procurement/purchasing mgt: 7.6%
Other: 9.3%	Personnel/training/sales/mktg mgt and legal/leg/consulting: 2.8%
	Other: 8.5%

GCN

Storage Technologies

(Biweekly, 6,000 subscribers)

Delivers IT news on government content/record management, data/document storage and the technologies that impact them. Subscribers are government IT managers responsible for planning, purchase and use of hardware, software and services related to data management/storage, including archiving, storage area networks, portable storage devices, network attached storage, redundant array of independent disks (RAID), and data farms.

Federal government: 64.5%	Exec/command/admin/ops/program mgt: 34.0%
DOD: 24.5%	Computer/communications/network mgt: 17.5%
Civilian agencies: 40.0%	Technical/engineering mgt: 21.5%
State and local government: 20.0%	Procurement/purchasing mgt: 9.0%
Other: 15.5%	Personnel/training/sales/mktg mgt and legal/leg/consulting: 4.5%
	Other: 13.5%

GOVERNMENT HEALTH IT

Health IT Networks

(Monthly, 20,000 subscribers)

Offers news, best practices and opinion on government efforts to initiate the National Health Information Network, including regional health information exchanges (HIEs), state payer-provider networks, community health information sharing, and metropolitan hospital networks. Subscribers include federal, state and local IT managers who plan, purchase and implement healthcare-related communications infrastructure and services.

Federal government: 19.1%	Exec mgt/command: 26.2%
DOD: 7.9%	Admin/ops mgt: 21.4%
Civilian agencies: 11.2%	Computer/communications/network mgt: 32.8%
State and local government: 18.6%	Technical/engineering mgt: 6.5%
Health systems: 31.7%	Clinical mgt: 4.7%
Public policy: 13.1%	Other mgt: 8.4%
Suppliers/industry: 17.5%	

GOVERNMENT HEALTH IT

Health IT Security

(Monthly, 20,000 subscribers)

Provides insider news, analysis and Webcast interviews with government newsmakers on privacy and security technologies and policies for health care systems. Subscribers include government and industry executives responsible for creating, purchasing and implementing private, secure systems for health care information.

Federal government: 20.2%	Exec mgt/command: 24.1%
DOD: 9.1%	Admin/ops mgt: 15.6%
Civilian agencies: 11.1%	Computer/communications/network mgt: 35.7%
State and local government: 17.1%	Technical/engineering mgt: 6.5%
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Public policy: 9.7%	Other mgt: 13.4%
Suppliers/industry: 21.4%	

GOVERNMENT HEALTH IT

Military Health IT News

(Monthly, 20,000 subscribers)

A digest of original news, analysis and opinion on the military's march toward a unified health information network for employees and service members of military and veterans organizations. Subscribers include military and industry IT managers responsible for planning, purchasing and implementing electronic health records systems from battlefield stations to veterans' hospitals.

Federal government: 25.7%	Exec mgt/command: 22.1%
DOD: 11.5%	Admin/ops mgt: 19.6%
Civilian agencies: 14.2%	Computer/communications/network mgt: 29.2%
State and local government: 14.0%	Technical/engineering mgt: 9.3%
Health systems: 36.7%	Clinical mgt: 6.1%
Public policy: 12.2%	Other mgt: 13.7%
Suppliers/industry: 11.4%	

GOVERNMENT HEALTH IT

Public Health IT

(Monthly, 20,000 subscribers)

Reports on technologies and polices driving the emerging international pandemic and disease surveillance information network. Subscribers include IT managers who plan, purchase and implement disease surveillance systems across federal, state, local and international government.

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Public policy: 14.1%	Other mgt: 12.5%
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E-MAIL NEWSLETTER SPONSORSHIPS AND PRICING

	1x (net each)	6x (net each)	12x (net each)
90,000+ total circulation			
Sole sponsorship	\$7,000	\$6,000	
Top sponsorship	\$6,000	\$5,000	
Middle sponsorship	\$4,500	\$4,000	
60,000–89,999 total circulation			
Sole sponsorship	\$5,500	\$4,500	\$3,500
Top sponsorship	\$4,000	\$3,000	\$2,500
Middle sponsorship	\$3,000	\$2,000	\$1,500
25,000–59,999 total circulation			
Sole sponsorship	\$4,500	\$3,500	\$3,000
Top sponsorship	\$3,500	\$2,500	\$1,750
Middle sponsorship	\$2,500	\$1,500	\$1,250
Less than 25,000 total circulation			
Sole sponsorship	\$3,500	\$3,000	\$2,500
Top sponsorship	\$2,500	\$1,750	\$1,500
Middle sponsorship	\$1,500	\$1,250	\$1,000

Sole Sponsorship

- 300 x 250 rectangle ad or 336 x 280 boom box (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL
- 728 x 90 leaderboard ad or 468 x 60 banner ad (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL

Top Sponsor

- 300 x 250 rectangle ad or 336 x 280 boom box (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL

Middle Sponsor

- 728 x 90 leaderboard ad or 468 x 60 banner ad (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL



E-MAIL NEWSLETTER AD SPECIFICATIONS

Acceptable Files

GIF or JPG files (includes animated GIF files)

Third-party ad serving

Only Standard Tags are accepted

Click-through URL

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

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 Phone: 818-734-1520 x217
 E-mail: zbinder@1105media.com

All creative should be submitted to onlineads@1105govinfo.com.

For more information on 1105 Government Information Group e-mail newsletters, contact your media consultant or James Bohi, Director, Online Sales, at (703) 876-5092 or jbohi@1105GovInfo.com.