

Budget constraints and increasingly hectic work schedules can often prohibit today's federal government employees from physically attending the overwhelming number of breakfasts, lunches, seminars, conferences and expositions in the government marketplace. As such, it is imperative that today's government vendors seek innovative and cost-effective ways to disseminate information and engage customers and prospects to spotlight new programs, product launches, services and more.



A TURNKEY SOLUTION THAT DELIVERS RESULTS

Federal Employee News Digest (FEND) offers a turnkey Webcast solution that allows vendors to reach federal employees in an innovative, interactive forum. Leveraging our extensive market reach and expertise, we utilize a consultative, customized approach to help you develop and execute a targeted program that enhances your marketing strategies, reinforces market leadership and drives viable leads and sales.

EXCLUSIVE. HIGH-IMPACT SPONSORSHIPS: \$10,000 net

- ◆ Registration development and collection
- ◆ Comprehensive event promotion, includes (2) targeted e-blasts to FederalDaily.com newsletter subscribers
- ◆ Creation of a custom-designed user interface
- ◆ Optional real-time polling and Q&A during the presentation
- ◆ Audio delivery and presentation coordination
- ◆ Post-event participant data with complete contact information
- ◆ Three-month online archiving for on-demand use on the Webcast landing page across the network of 1105 Government Information Group market-leading Web sites
 - Webcast postings will also be promoted to users researching/viewing related items on article pages via a “related links” box

EXTEND AND ENHANCE YOUR WEBCAST REACH AND IMPACT WITH CUSTOMIZED OPTIONS THAT COMPLEMENT YOUR MARKETING GOALS AND STRATEGIES

Federal Employee News Digest (FEND), a division of 1105 Government Information Group, offers a number of à la carte items for vendors to enhance and upgrade Webcast sponsorship packages:

- ◆ Custom registration form: \$500 net (maximum of five targeted questions)
- ◆ Archiving: \$1,000 net each additional quarter
- ◆ Desktop demo: \$5,500 net
- ◆ Sponsor-supplied video: \$1,000 net per clip
- ◆ Text link ads in the FederalDaily.com e-mail newsletter: \$7,500 net per quarter
- ◆ Live video Webcast that will be archived for on-demand (1 hour long): \$20,000

For more information on how to schedule or develop a Webcast to meet your marketing needs, contact your Federal Employees News Digest (FEND) media consultant, Jenise Roach at 703-707-1815 (jroach@1105govinfo.com) or Melita Jovel at 703-876-5045 (mjovel@1105govinfo.com.)