



1105 GOVERNMENT Information Group

PRINT
ONLINE
EVENTS
CUSTOM MEDIA
RESEARCH

MICROSITES

1105 Government Information Group offers 59 topical microsites across its market-leading government IT news and information Web sites, FCW.com, GCN.com and WashingtonTechnology.com. The microsites serve as online destination centers that house comprehensive resources for targeted government IT communities. Each microsite offers news, in-depth analysis and a variety of tools to help business and technology decision-makers—across government and in the government channel—deliver, deploy and manage technology and services effectively and efficiently.



1105 Government Information Group microsites aggregate the most vital information, from the best sources, to give decision-makers centralized access to the resources they need to run the business of their agencies and deliver on their missions through the effective deployment of information technology. Key elements of each microsite include:

- ◆ Daily news
- ◆ In-depth features on high-impact technologies
- ◆ Case studies outlining agency lessons learned and return on investment
- ◆ Government source documents detailing new policies, regulations and technology issues
- ◆ White papers highlighting information on vendor-specific products and services
- ◆ Interactive Webcasts that offer solutions for today's most critical problems
- ◆ Product reviews of the latest technologies
- ◆ Event proceedings spotlighting thought leadership across the market
- ◆ Discussion boards fostering information exchange among peers and colleagues
- ◆ Market research providing insight into the state of the market and spending expectations
- ◆ Custom contract and buyers' guides serving as year-long purchasing references
- ◆ Profiles of newsmakers and thought leaders across government and industry



MICROSITE SPONSORSHIP OPPORTUNITIES (net per month)

Defense, Security, Homeland Security, Technology

- ◆ Sole sponsorship: \$7,500
 - All logo and ad placements listed below
- ◆ Topic sponsor: \$3,200
 - 300 x 60 or 336 x 60 logo placement and 300 x 250 or 336x 280 rectangle ad
- ◆ Topic wrapper: \$3,200
 - 728 x 90 leaderboard ad and 300 x 250 or 336 x 280 rectangle ad
- ◆ Topic closer: \$2,000
 - 160 x 600 skyscraper ad or 728 x 90 leaderboard ad

All other microsite topic areas

- ◆ Sole sponsorship: \$4,200
 - All logo and ad placements listed below
- ◆ Topic sponsor: \$1,900
 - 300 x 60 or 336 x 60 logo placement and 300 x 250 or 336 x 280 rectangle ad
- ◆ Topic wrapper: \$1,900
 - 728 x 90 leaderboard ad and 300 x 250 or 336 x 280 rectangle ad
- ◆ Topic closer: \$1,100
 - 160 x 600 skyscraper ad or 728 x 90 leaderboard ad

Some ad units may be available in larger sizes for a premium. Ask your media consultant for details.

Unique Target Marketing and Branding Opportunities

1105 Government Information Group microsites allow government IT marketers to impact and educate targeted government IT decision-makers all year long as they evaluate and purchase technologies and services. They also serve as ideal forums for reinforcing your position as a market leader within key solution areas.

MICROSITE OFFERINGS

	Federal Computer Week	GCN	WashingtonTechnology
Authentication/Identity Mgt.		✓	✓
BPM	✓		
Budget/Policy/Legislation			✓
Business	✓		
CXOs	✓		
Civilian Agencies			✓
Communications/Network		✓	
Content/Record Mgt.		✓	
Contract Awards			✓
COOP/Telework		✓	
Data Management		✓	
Defense	✓		✓
Defense IT		✓	
E-Government	✓		
Emerging Technology			✓
Enterprise Architecture	✓	✓	
Financial Markets			✓
Funding	✓		
Geospatial		✓	
Hardware		✓	
Homeland Security	✓	✓	✓
Health IT	✓		
Industry News			✓
IPv6	✓	✓	
IT Management		✓	
IT Security		✓	
Lines of Business	✓		
Management	✓		
Mergers/Acquisitions			✓
Mobile & Wireless		✓	✓
Outsourcing			✓
Privacy	✓		
Policy	✓		
Procurement	✓		✓
Program Management	✓		
Small Business			✓
Security	✓		✓
Software Applications		✓	
State & Local	✓	✓	✓
Storage Management		✓	
Technology	✓	✓	
Telecom/IT Infrastructure			✓
Telework	✓		
Top 100			✓
Web Strategies		✓	
Workflow/Wiki		✓	
Workforce	✓		

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