



1105 GOVERNMENT Information Group

PRINT
ONLINE
EVENTS
CUSTOM MEDIA
RESEARCH

WEB SITE ROS RATES AND SPECIFICATIONS

Big Box (300 x 250)

FCW.com	\$100 net CPM
GCN.com	\$100 net CPM
WashingtonTechnology.com	\$100 net CPM
GovHealthIT.com	\$100 net CPM



Boom Box (336 x 280)

FCW.com	\$110 net CPM
GCN.com	\$110 net CPM
WashingtonTechnology.com	\$110 net CPM



Half Page (300 x 600, 336 x 600)

FCW.com	\$165 net CPM
GCN.com	\$165 net CPM
WashingtonTechnology.com	\$165 net CPM



Super Half Page (336 x 850)

FCW.com	\$230 net CPM
GCN.com	\$230 net CPM
WashingtonTechnology.com	\$230 net CPM



Leaderboard (728 x 90)

FCW.com	\$90 net CPM
GCN.com	\$90 net CPM
WashingtonTechnology.com	\$90 net CPM
GovHealthIT.com	\$75 net CPM



Skyscraper (160 x 600)

FCW.com	\$75 net CPM
GCN.com	\$75 net CPM
WashingtonTechnology.com	\$75 net CPM



Dog Ear Unit

FCW.com	\$120 net CPM
GCN.com	\$120 net CPM
WashingtonTechnology.com	\$120 net CPM

Landing page URL; ad created based on URL



Interstitial

Homepages of FCW.com, GCN.com and WashingtonTechnology.com	\$250 net CPM
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DefenseSystems.com

- Sole sponsorship: \$15,000 net/month (all placements included with packages 1-3)
- Package 1: \$5,000 net/month (728 x 90 top leaderboard ad and 160 x 600 left skyscraper ad)
- Package 2: \$5,000 net/month (336 x 60 top right logo placement and 336 x 850 right super half page)
- Package 3: \$5,000 net/month (336 x 280 right boom box and 728 x 90 bottom leaderboard)

10% premium on expandable units. Must be user initiated. Box ads can only expand left; leaderboards down. In the event that the 1105 Government Information Group's ad server measurements are higher than those produced by the Agency's 3rd Party Ad Server by more than 10% over the invoice period, the Agency will pay 1105 Government Information Group based on Agency 3rd party Ad Server reported data, plus a 10% upward adjustment to delivery, not exceeding the original contracted amount.

Acceptable Files (maximum 30K file size)

GIF or JPG files (includes animated GIF files)

Rich media files

Flash Files

When submitting flash files, be sure to implement the following click tag variable in place of the click URL:

```
on (release) {
  getURL(clickTAG, "_blank");
}
```

A standard GIF or JPG ad must accompany any rich media ad submitted for when a user does not accept rich media ads).

Third-party ad serving

We accept third-party ad-serving, but impressions are counted and invoices are issued based on 1105 Government Information Group's ad serving system, Accipiter AdManager. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, submit a test ad for any third-party ad shown or not shown on the list below.

When submitting third-party tags please send both Javascript and I-frame tags and Online Production will implement the correct set of tags for the sponsored site.

- | | | |
|--------------|--------------|-------------|
| • Atlas DMT | • Enliven | • Mediaplex |
| • Bluestreak | • Eyebalster | • PontRoll |
| • DART MOTIF | • Flash | • Real |
| • DHTM | • KlipMart | • Shoskeles |

Click-through URL

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

Placement

Banners are run-of-site. Targeted ads are subject to availability. Contact your media consultant for more information.



All creative is due 5 business days prior to launch.

Please submit materials to:
Monica Choi
Online Production Manager
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