



WEBCASTS

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



A TURNKEY SOLUTION THAT DELIVERS RESULTS

1105 Government Information Group offers a turnkey Webcast solution that allows IT marketers to reach and impact business and technology decision-makers 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 technology leadership and drives viable leads and sales.

EXCLUSIVE, HIGH-IMPACT SPONSORSHIP BENEFITS

- ◆ Registration development and collection
- ◆ Comprehensive event promotion, includes (2) targeted eblasts to 1105 Government Information Group market-leading media brand subscribers (distribution lists can be targeted by market segment, job function and/or purchasing intentions)
- ◆ 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

On average, 17% of FCW.com and GCN.com visitors register and view Webcasts

Source: Publisher's own data from July 2008 online user surveys

**Federal Computer Week or GCN: \$25,000 net (Tuesdays or Wednesdays)
Washington Technology or Government Health IT or
Defense System: \$15,000 net (Mondays or Thursdays)**

1105 Government Information Group offers a number of á la carte items for vendors to enhance and upgrade Webcast sponsorship packages:

- ◆ Custom registration form: \$500 net (maximum of five targeted questions)
- ◆ Multiple promotion tracking links: \$500 net (up to nine links)
- ◆ Archiving: \$1,000 net each additional quarter
- ◆ Desktop demo: \$5,500 net
- ◆ Sponsor-supplied video: \$1,000 net per clip
- ◆ Text link ads in 1105 Government Group newsletters: \$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 1105 Government Information Group media consultant or Melita Jovel at (703) 876-5045 or mjovel@1105GovInfo.com.