

With 1.9 million civilian workers (including DOD civilians) and 1.4 million uniformed personnel, the federal government is the largest single employer in the United States (Source: White House 2008 budget numbers and OSD). Keeping that workforce informed on pertinent news and information that impacts their careers is critical.

Each workday, **FederalDaily.com** provides the active and retired federal workforce with daily news briefs that offer a quick look at top issues impacting the federal workplace. FederalDaily.com also provides users with access to the Federal Employee News Digest (FEND) catalog of news, reference and educational products—including newsletters, reports, audio seminars/CDs, state-by state information on financial planners/legal services, a calendar of topical events and a listing of other government-focused vendors on the FederalDaily.com marketplace.



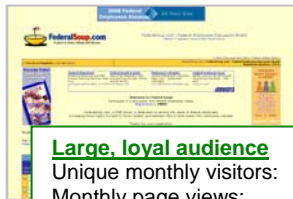
Large, loyal audience

Monthly impressions: 458,462
Unique monthly visitors: 22,526
Monthly page views: 67,262

Source: Publisher's WebTrends Data, May 2008

FederalSoup.com is a free online

community of forums dedicated to serving the information needs of active and retired federal employees. FederalSoup.com provides users with a place to chat about news and current events. It also facilitates an environment for discussion and information exchange on the ins-and-outs of federal employee benefits, financial/retirement planning and career planning/development.



Large, loyal audience

Unique monthly visitors: 115,992
Monthly page views: 820,459
Registered users: 21,155

Source: OpenTopic™ Community Metrics Report, April 2008

HIGH-IMPACT ADVERTISING NOW AVAILABLE . . . RESERVE YOUR SPACE TODAY

Don't miss the dynamic opportunity to reach and impact thousands of active and retired federal workers each day. Your high-impact placement can spotlight special offers/new product offerings, reinforce brand preference/market leadership and generate leads to drive sales.

Across both sites, you have the flexibility to sponsor run-of-site banners. Or, you may target a specific FederalSoup.com forum to meet your marketing goals and objectives.

FederalSoup.com Targeted Forums

- Federal Employees Financial and Retirement Planning
- Federal Career Planning and Development
- Postal Employees
- Military
- Inside the News
- Disability Retirement
- BRAC-Base Realignment and Closure Federal Employees: You be the Judge
- General Conversations
- Federal Employees Benefits Q&A

AD POSITIONS (FederalDaily.com and FederalSoup.com)	AD SPECIFICATIONS	PRICING
Top banner/leaderboard (all pages, both sites)	728 x 90 banner, linking URL	\$25 net CPM
Big box (2 positions: right-hand column on FederalDaily.com; bottom of page on FederalSoup.com)	336 x 280 banner, linking URL	\$30 net CPM
Skyscraper (left-hand column, all pages on FederalDaily.com only)	160 x 600 banner, linking URL	\$20 net CPM
Vertical banner (right-hand column on FederalDaily.com homepage; left-hand column on FederalSoup.com and all forum homepages)	120 x 240 banner, linking URL	\$15 net CPM
Square button (4 positions, bottom right column, FederalDaily.com homepage only)	125 x 125 banner, linking URL	\$500 net/month
AD POSITIONS (FederalSoup.com Forums)		
Top banner/leaderboard (all pages)	728 x 90 banner, linking URL	\$25 net CPM
Big box (2 positions, right-hand column, all pages)	336 x 280 banner, linking URL	\$30 net CPM

All creative is due 5 business days prior to campaign launch. Ask your media consultant for ad specification guidelines. Submit materials to Jessica Raab, Online Production Coordinator, 818-734-1520 ext. 152 or jraab@1105media.com.

To schedule your high-impact campaign on FederalDaily.com and FederalSoup.com, contact your media consultant or James Bohi at 703-876-5092 or jbohi@1105govinfo.com.