



# GOVERNING – the power to influence.\*

## BE SEEN AND HEARD

**GOVERNING** delivers your messages directly to the leaders who matter most. If you're selling a product or service, establishing your brand, negotiating a public/private partnership or promoting an idea, there is no better way to motivate the right people to take action. State, city and county leaders read, respect and rely on **GOVERNING** above all other sources for independent, intelligent analysis on a broad array of public policy issues such as transportation, information technology, homeland security, education, health care, finance, energy and the environment.

## REACH TOP PURCHASING AND POLICY DECISION MAKERS

**GOVERNING's** expansive, integrated resources maximize the impact and credibility of your advertising, sponsorships and customized projects.

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**GOVERNING.com**

**GOVERNING.com Newsletters**

**GOVERNING Live Conferences**



MORE CLOGGED, STATE EXPERTS BEGIN TO LOOK FOR CREATIVE SOLUTIONS. *The Kansas City Star*, June 22, 2006 \* STATES SCRAMBLE TO FOLLOW FEDERAL MEDICAID ID LAW. *Stateline.org*, June 20, 2006 \* STATES STEPPING IN WHERE THEY SEE FEDS FALTER. *Washington Post*, Sept. 13, 2005 \* NEW YORK SENATOR SCHUMAN CALLS ON FEDS TO INCREASE NYC'S SHARE OF SECURITY FUNDING. *US Federal News*, June 7, 2006 \* FLORIDA GOVERNOR BUSH SIGNS BILL FOR ENERGY REBATES. *Sun-Sentinel*, June 20, 2006 \* STATES RUSH IN WHERE THE FEDS FEAR TO TREAD. *Washington Post*, Sept. 13, 2005 \* MINNESOTA & WISCONSIN LAWMAKERS URGE THE GOVERNMENT TO RESOLVE DELAYS ON WIND ENERGY. *In-Forum News*, June 20, 2006 \* MONTANA RETURNS HAZE PROGRAM TO FEDERAL GOVERNMENT DUE

INFORM, EDUCATE AND COMPEL THE RIGHT PEOPLE

- \* **\$2.5 trillion state and local market<sup>+</sup>**
- \* **85,000 devoted subscribers**
- \* **63% of GOVERNING subscribers take action from seeing advertising<sup>++</sup>**

SOURCE: + U.S. CENSUS BUREAU  
++ ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005