



# GOVERNING

THE RESOURCE FOR STATES AND LOCALITIES

...BECOME MORE CLOGGED, STATE GOVERNMENTS ARE SEARCHING FOR CREATIVE SOLUTIONS. *The Kansas City Star*, June 20, 2006 \* STATES SCRAMBLE TO FOLLOW FEDERAL MEDICAID ID LAW. *Stateline.org*, June 20, 2006 \* NEW YORK NASSAU COUNTY'S CREDIT RATINGS BACK IN 'A' RANGE *The New York Times*, September 28, 2004 \* STATES STEPPING IN WHERE THEY SEE FEDS FALTER. *Washington Post*, Sept. 13, 2005 \* STATES RUSH IN WHERE THE FEDS FEAR TO TREAD. *Washington Post*, Sept. 13, 2005 \* MINNESOTA & WISCONSIN LAWMAKERS URGE



GOVERNING  
EXECUTIVE MARKETPLACE

## GOVERNING's Executive Marketplace

**\*IT'S SIMPLY THE BEST WAY TO REACH STATE AND LOCAL GOVERNMENT DECISION MAKERS.**

### REACH

GOVERNING reaches the largest mix of state, city and county managers.

**39%**  
STATE

**34%**  
CITY/TOWN

**21%**  
COUNTY

SOURCE: BPA CIRCULATION STATEMENT, JUNE 2006

**Our 85,040 qualified subscribers**

PASS THEIR COPIES ALONG TO COLLEAGUES.

### MARKETPLACE FACTS

- State and local governments make up the single largest market in the nation – worth more than \$2.5 trillion.

SOURCE: U.S. CENSUS BUREAU DATA

- Executive Marketplace provides advertisers an efficient way to reach over 270,000 readers who are ready, willing and able to take action.
- Executive Marketplace gives managers a one-stop location to find quality products, services, training, seminars, conferences and employment opportunities.

AVERAGE ADDITIONAL READERS PER COPY: 2.2

**That means 272,128 people will see your ad.**

### TARGET

Only GOVERNING gives you access to elected, appointed and career officials in state, city and county governments.

**75%**  
ARE INVOLVED IN PURCHASING A VARIETY OF PRODUCTS AND SERVICES.

**32%**  
ARE INVOLVED IN HUMAN RESOURCES/EMPLOYEE RELATIONS.

### CONNECT

GOVERNING's readers average **44** minutes with each issue.

**63%** of GOVERNING's readers pick it up 2 to 4 times.

**2 out of 3** subscribers took some form of action after seeing an ad in GOVERNING.

SOURCE: ERDOS MORGAN GOVERNING SUBSCRIBER SURVEY, JUNE 2005

# Choose classified display ads – put **GOVERNING** to work for you!

## CLASSIFIED DISPLAY RATES

Black & White Fractional	1x	4x	6x	12x
1/2 Page Horizontal (7" x 4")	\$2,100	\$1,890	\$1,735	\$1,655
1/2 Page Vertical (3 3/8" x 8 1/8")	\$2,100	\$1,890	\$1,735	\$1,655
1/4 Page (3 3/8" x 4")	1,185	1,080	1,000	945
1/8 Page (3 3/8" x 1 7/8")	765	685	630	605

Add \$165 per color for color ads.

Four color ads add \$660.

Full-Page (7" x 8 1/8")	1x	2x
Black & White	\$4,200	\$3,780
Full Color	4,935	4,515

*Full-page ads available only for Recruitment/Conference/Meetings/Seminars/Books*

### Line Listings: (starting at 10 lines)

- 10 lines = \$17.00 per line
- 11-20 lines = \$15.00 per line
- 21-40 lines = \$14.00 per line
- 41-100 lines = \$13.00 per line
- 101+ lines = \$10.50 per line

### WIRED TO THE WEB

Executive Marketplace advertisers get additional exposure through **GOVERNING's** Web site, GOVERNING.com, for four weeks – **ABSOLUTELY FREE.**



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**GOVERNING.com**

To discuss these opportunities, please contact:

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