

GOVERNING

“THE RESOURCE FOR STATES AND LOCALITIES”

**ONLINE
RATES 2007**



Experience the
power of
GOVERNING.com

2007 GOVERNING.com Online Resources*

GREATER VISIBILITY = GREATER BUSINESS VALUE

Increase your campaign's power – and ROI – by supplementing your print advertising with advertising on GOVERNING.com.

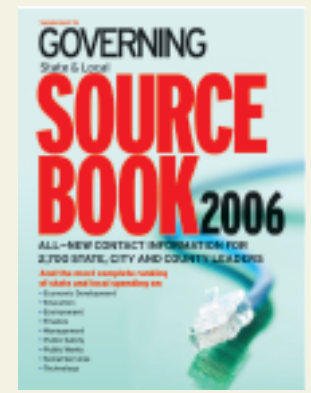
With more than half a million monthly page views and an average of over 60,000 unique visitors a month, **GOVERNING.com** delivers your message to the right people, at the right time. That's the kind of impact that adds up to real results. Our readership relies on **GOVERNING.com's** news pages to keep them connected to the latest information on state and local government:

- **In the States:** news for and about state governments
- **The Local Scene:** news for and about local governments
- **Technology:** news about information technology in government
- **Politics:** state and local campaign and election news
- **Legislatures:** statehouse news from around the country
- **The Feds:** federal government news of interest to state and local governments

Also, the *13th Floor* blog provides innovative ideas and insights from **GOVERNING's** respected writers as they share their views of state and local government. Check out **Idea Center**, the increasingly popular place to exchange ideas and programs that work; and **Management Insights**, a column by experts in maximizing government performance. And stay tuned for more new features designed to keep our audience informed and engaged.

MONTHLY AND DAILY NEWSLETTER SPONSORSHIPS

GOVERNING.com Daily e-mail news alert delivers exclusive online content to more than 30,000 opt-in subscribers every business day. And a monthly e-mail broadcast goes to more than 45,000 of **GOVERNING's** print subscribers. That means **GOVERNING.com** can deliver your message to the right people more effectively than any other source.



GOVERNING'S STATE & LOCAL SOURCEBOOK – AVAILABLE EXCLUSIVELY ONLINE IN 2007

Align your message with a valuable, must-use resource of continuously updated facts, figures and contact information on states, cities and counties. Organized by business segment, it's an enduring backdrop for your message. Get the added advantage of year-long, online exposure as well as updates to valuable contact information.

The State & Local Sourcebook includes:

- Names, titles, phone numbers and e-mail addresses for 2,700 key state, city and county government leaders across the country
- Complete ranking of state and local spending on **Economic Development, Education, Environment, Finance, Management, Public Safety, Public Works, Social Services and Technology**

WEBCASTS

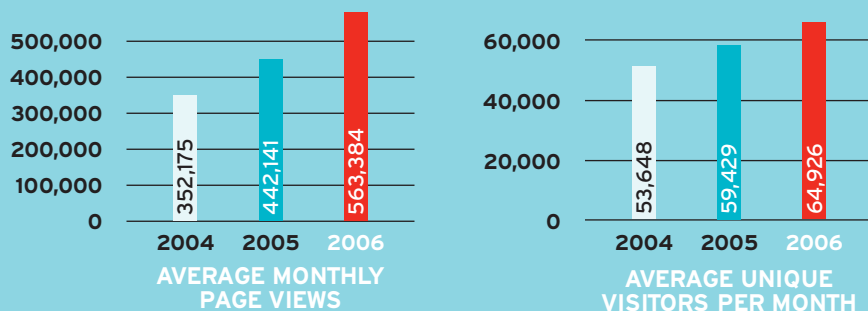
Lead the industry with a webcast hosted by **GOVERNING's** publisher, Peter Harkness.* Select the topic to showcase your company's ideas and executives – a great thought leadership opportunity.

* Timing based on permissions and availability. Number of panelists is limited. Presentation development and technology to be managed by GOVERNING or sponsor according to contract.

REPORTS AND WHITE PAPERS

Post white papers, case studies and success stories on **GOVERNING.com** and create a powerful association to the No. 1 resource for state and local decision makers. Increase the distribution of your important documents directly to the audience that matters most.

* MORE DECISION MAKERS. MORE VISITS. MORE POWER. GOVERNING.COM TRAFFIC GROWTH



18+
MINUTES
AVERAGE VISIT
LENGTH

AVERAGE
MONTHLY PAGE
VIEWS UP
27%

9%
INCREASE IN
AVERAGE MONTHLY
UNIQUE VISITORS

BY ADVERTISING ON GOVERNING.COM YOU CAN DIRECTLY IMPACT YOUR BOTTOM LINE OR CIVIC GOALS

More than half of **GOVERNING** subscribers visit **GOVERNING.com** at least once a week or more; that means at least **42,000** decision makers are receiving your message.

Subscribers Use GOVERNING.com for Professional Purposes:

- **17.9%** Once a day or more
- **52.0%** Once a week or more

SOURCE: ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005

61% of our audience takes action as a result of seeing advertising on **GOVERNING.com** or Daily and Monthly e-Newsletters.

- **47.4%** Visited company Web site based on seeing the advertisement
- **44.7%** Clicked on an ad for more information
- **37.7%** Downloaded whitepaper or other PDF
- **26.3%** Discussed or suggested use of advertised product/service with others
- **21.9%** Used advertising for information on future purchases

SOURCE: ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005

Powering the Business of Government

2007 GOVERNING.COM AD UNITS

Ad Unit	Size	Position	CPM
Big Box 1	300 x 250	ROS	\$140
Big Box 2	300 x 250	ROS	\$140
Skyscraper	160 x 600	ROS	\$128
Leaderboard 1	728 x 90	ROS	\$128
Leaderboard 2	728 x 90	ROS	\$ 80
Masthead	234 x 60	ROS	\$ 113
Half-Skyscraper	120 x 240	ROS	\$ 98
Button	120 x 90	ROS	\$ 45
Custom Graphic/Text Link	Custom	Home Page	\$ 113

Material Deadlines and Specifications:

Copy/graphic file or third-party ad-serving tags must be submitted with an insertion order at least five days prior to campaign start date. All rich media formats accepted; 40k file size limit; no looping limits; animations are accepted in all sizes. Materials should be sent via e-mail to Sarah Shonebarger, sshonebarger@governing.com.

SALES CONTACTS

THE WEST/MIDWEST

MARY THOMS
 (303) 477-1232
 mthoms@governing.com

THE EAST

JAMES BOHI
 (202) 862-1453
 jbohi@governing.com

THE SOUTH/GREAT LAKES

MIKE SCHOENBRUN
 (202) 862-1448
 mschoenbrun@governing.com

Visit us at GOVERNING.com

GOVERNING NEWSLETTER SPONSORSHIPS

(All placements can be either graphics or text)

GOVERNING.COM DAILY

Ad Unit	Position	CPM
Banner	Top	\$72
Half-Skyscraper	Top	\$72
Banner	Middle	\$61

Audience: 100% opt-in

GOVERNING.COM MONTHLY

Ad Unit	Position	CPM
Banner	Top	\$94
Banner	Middle	\$75

Audience: GOVERNING print subscribers

Material Deadlines and Specifications:

Copy/graphic file or third-party ad-serving tags must be submitted with an insertion order at least five days prior to campaign start date. No rich media accepted; animations accepted in all sizes; no looping limits. Text message limit: 50 words. Materials should be sent via e-mail to John Martin, jmartin@governing.com