

# **GOVERNING's Powerful** Resources – true integrated marketing.\*

COMBINE YOUR PRINT AND ONLINE ADVERTISING AND CONFERENCE SPON-SORSHIPS FOR GREATER VISIBILITY TO THE AUDIENCE YOU WANT TO REACH.

### \*Print

#### **GOVERNING - WORKING FOR YOU**

No other magazine reporting on state and local government offers GOVERNING's breadth of coverage on policy and management. **GOVERNING**'s 85,000 subscribers routinely rely on its analysis and insights to formulate public policy and to make purchasing decisions on a broad range of issues – providing direct access where critical decisions are often made.

#### **Custom-Publishing**

Get into the details with a custom-published supplement on the topic of your choice and put editorial power behind your message. Or, add an advertorial page adjacent to your ad.

## \*Online

#### **GOVERNING.COM – YOUR MESSAGE FRONT** AND CENTER EVERYDAY

DELIVER YOUR MESSAGE DIRECT

Reach government executives and legislators who begin their workdays with the daily news pages on GOVERNING.com. Take advantage of multiple ad units to increase the power of your message.

- GOVERNING.com Newsletters Expand your Daily and Monthly e-mail newsletters – exclusive or non-exclusive sponsorships available.
- Webcasts Lead the industry with a live web seminar or broadcast sponsored by your organization.
- State & Local Sourcebook available exclusively online in 2007. A valuable, must-use resource of continuously updated facts, figures and contact information. Organized by business segment, it's an enduring backdrop for your message.
- Vendor Reports & White Papers Create a powerful association with **GOVERNING** by posting white papers, case studies and success stories on GOVERNING.com.

**\* Print – 85.000 GOVERNING subscribers** \* Online – More than 60,000 unique visitors per month \* Live – Exclusive access to decision makers

### **\*Live**

#### **GOVERNING LIVE - DECISION MAKERS UP CLOSE AND IN PERSON**

Create maximum partnering power through **GOVERNING** conferences, with direct "meet the readers" interaction in an intimate business setting. A live version of the award-winning magazine, GOVERNING Live conferences bring the presence with sponsorships of GOVERNING.com's most successful public leaders together with **GOVERNING**'s writers and editors in an energycharged atmosphere of thought and action.

#### **Conferences:**

- Managing Technology Showcases successful strategies of state and local CIOs.
- Managing Performance GOVERNING's flagship conference highlights the latest ideas in public management and performance measurement.
- **Public Officials of the Year** An awards program honoring the best and brightest in public service.

Also, be sure to attend **Outlook in the States** to get a forecast of the issues that will impact state and local government policy and purchasing decisions.