



In the rapidly changing government technology market, buyers can't afford to miss a headline. That's why thousands of decision-makers subscribe to each of 1105 Government Information Group's e-mail newsletters. They're the most timely, effective vehicles to deliver your message directly to the inbox of the agency executives, program managers, IT managers and systems integrators who drive today's results-oriented government IT market.

## FLAGSHIP E-MAIL NEWSLETTERS

<p><b>Federal Computer Week</b> (Daily, 80,000 subscribers)</p>	<p>FCW Daily provides critical IT policy, technology and business developments to IT managers and executives who specify, buy and deploy computer and communications equipment and related products and services. Subscribers are agency executives, program managers, IT managers and systems integrators across all segments of federal, state and local government.</p> <table border="0"> <tr> <td>Federal government: 64.8%</td> <td>Exec/command/admin/ops/program mgt: 37.7%</td> </tr> <tr> <td>DOD: 26.3%</td> <td>Computer/communications/network mgt: 29.5%</td> </tr> <tr> <td>Civilian agencies: 38.5%</td> <td>Technical/engineering mgt: 14.2%</td> </tr> <tr> <td>State and local government: 13.7%</td> <td>Procurement/purchasing mgt: 4.4%</td> </tr> <tr> <td>Systems integrators: 18.3%</td> <td>Personnel/training/sales/mktg mgt and legal/leg/consulting: 9.9%</td> </tr> <tr> <td>Other: 3.2%</td> <td>Other: 4.3%</td> </tr> </table>	Federal government: 64.8%	Exec/command/admin/ops/program mgt: 37.7%	DOD: 26.3%	Computer/communications/network mgt: 29.5%	Civilian agencies: 38.5%	Technical/engineering mgt: 14.2%	State and local government: 13.7%	Procurement/purchasing mgt: 4.4%	Systems integrators: 18.3%	Personnel/training/sales/mktg mgt and legal/leg/consulting: 9.9%	Other: 3.2%	Other: 4.3%		
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<p><b>GCN</b> (Daily, 80,000 subscribers)</p>	<p>GCN Daily Update provides essential news on government IT developments and technology. Subscribers are CIOs, CTOs, IT program and project managers, technical professionals and others who specify and buy IT for federal/state/local government, as well as OEMs, systems integrators and VARs.</p> <table border="0"> <tr> <td>Federal government: 66.4%</td> <td>Exec/command/admin/ops/program mgt: 38.9%</td> </tr> <tr> <td>DOD: 25.7%</td> <td>Computer/communications/network mgt: 18.2%</td> </tr> <tr> <td>Civilian agencies: 40.7%</td> <td>Technical/engineering mgt: 19.2%</td> </tr> <tr> <td>State and local government: 19.8%</td> <td>Procurement/purchasing mgt: 6.5%</td> </tr> <tr> <td>Other: 13.8%</td> <td>Personnel/training/sales/mktg mgt and legal/leg/consulting: 2.2%</td> </tr> <tr> <td></td> <td>Other: 15.0%</td> </tr> </table>	Federal government: 66.4%	Exec/command/admin/ops/program mgt: 38.9%	DOD: 25.7%	Computer/communications/network mgt: 18.2%	Civilian agencies: 40.7%	Technical/engineering mgt: 19.2%	State and local government: 19.8%	Procurement/purchasing mgt: 6.5%	Other: 13.8%	Personnel/training/sales/mktg mgt and legal/leg/consulting: 2.2%		Other: 15.0%		
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<p><b>Washington Technology</b> (Daily, 65,000 subscribers)</p>	<p>Washington Technology News Watch provides essential news for and about government contractors and systems integrators, and focuses on the business of doing business with government agencies. Subscribers are senior executives, program managers and business development managers at the systems integrators, VARs, software developers, solution providers and 8(a) small businesses that provide IT, telecommunication and other complex systems to federal, state and local customers.</p> <table border="0"> <tr> <td>System integration: 32.9%</td> <td>Sr exec/corp mgt: 42.7%</td> </tr> <tr> <td>VAR: 7.3%</td> <td>Program/project mgt: 14.4%</td> </tr> <tr> <td>Systems/software development: 14.4%</td> <td>Tech mgt: 15.8%</td> </tr> <tr> <td>Distribution/agggregation: 2.6%</td> <td>Systems analyst/solutions architect/eng mgt: 10.0%</td> </tr> <tr> <td>Aerospace/defense contractor: 9.6%</td> <td>Procurement/capture mgt: 1.5%</td> </tr> <tr> <td>Other govt contractor/Prof/eng svcs: 19.5%</td> <td>BD/sales/teaming/alliance mgt: 7.9%</td> </tr> <tr> <td>Other: 13.7%</td> <td>Other: 7.7%</td> </tr> </table>	System integration: 32.9%	Sr exec/corp mgt: 42.7%	VAR: 7.3%	Program/project mgt: 14.4%	Systems/software development: 14.4%	Tech mgt: 15.8%	Distribution/agggregation: 2.6%	Systems analyst/solutions architect/eng mgt: 10.0%	Aerospace/defense contractor: 9.6%	Procurement/capture mgt: 1.5%	Other govt contractor/Prof/eng svcs: 19.5%	BD/sales/teaming/alliance mgt: 7.9%	Other: 13.7%	Other: 7.7%
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Source: All subscriber data is publisher's own data (January 2009)

**Leverage the strength across 1105 Government Information Group's market-leading media brands with e-mail newsletters that blend circulation across our network of targeted decision-makers for even greater advertiser reach and impact.**

<p><b>Defense Systems IT Report</b> (2x per week, 70,000 subscribers)</p>	<p>Covers strategic intelligence for info-centric operations across the Department of Defense and intelligence agencies. Subscribers are IT professionals in the armed forces and defense/ intelligence agencies who plan, specify, acquire, develop, deploy and use mission-critical systems in support of business, homeland security, logistics and military functions.</p> <table border="0"> <tr> <td>Federal government: 79.4%</td> <td>Exec/command/admin/ops/program/project mgt: 48.0%</td> </tr> <tr> <td>Armed Forces: 44.6%</td> <td>Computer/IT/systems mgt: 21.6%</td> </tr> <tr> <td>Federal exec/leg: 8.5</td> <td>Technical/engineering mgt: 19.3%</td> </tr> <tr> <td>Defense agencies: 26.3%</td> <td>Procurement/contract/purchasing mgt: 4.3%</td> </tr> <tr> <td>Defense/govt contractors: 19.6%</td> <td>Personnel/training/education mgt: 2.7%</td> </tr> <tr> <td>Other: 1.0%</td> <td>Congressional/White House/others: 4.1%</td> </tr> </table>	Federal government: 79.4%	Exec/command/admin/ops/program/project mgt: 48.0%	Armed Forces: 44.6%	Computer/IT/systems mgt: 21.6%	Federal exec/leg: 8.5	Technical/engineering mgt: 19.3%	Defense agencies: 26.3%	Procurement/contract/purchasing mgt: 4.3%	Defense/govt contractors: 19.6%	Personnel/training/education mgt: 2.7%	Other: 1.0%	Congressional/White House/others: 4.1%
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<p><b>Homeland Security IT Report</b> (Weekly, 50,000 subscribers)</p>	<p>Delivers news about programs, policies and technology influencing governmental computer and communications use and purchasing related specifically to IT initiatives of the Department of Homeland Security, including anti-terror and border security initiatives. Subscribers are federal and state and local government IT managers and executives who use, plan, purchase and deploy computer and communications equipment and related products and services for Homeland Security applications.</p> <p>Federal government: 57.5% DOD: 24.3% Civilian agencies: 33.2% State and local government: 14.6% Systems integrators: 21.4% Other: 6.5%</p> <p>Exec/command/admin/ops/program mgt: 36.7% Computer/communications/network mgt: 22.1% Technical/engineering mgt: 19.5% Procurement/purchasing mgt: 4.4% Personnel/training/sales/mktg mgt and legal/leg/consulting: 10.8% Other: 6.5%</p>
<p><b>Networking IT Report</b> (Biweekly, 20,000 subscribers)</p>	<p>Delivers news on the technology and policy of networking/telecommunications systems. It covers Networkx, system architecture, mobile and wireless devices, wireless area networks, spectrum management and federal agencies' transition, implementation and adoption of IPv6. Subscribers are government IT executives and managers involved in the planning, purchase and implementation of communications and networking equipment and services.</p> <p>Federal government: 62.0% DOD: 25.5% Civilian agencies: 36.5% State and local government: 22.0% Other: 16.0%</p> <p>Exec/command/admin/ops/program mgt: 45.2% Computer/communications/network mgt: 21.8% Technical/engineering mgt: 15.7% Procurement/purchasing mgt: 2.7% Personnel/training/sales/mktg mgt and legal/leg/consulting: 1.2% Other: 13.4%</p>
<p><b>Security IT Report</b> (Weekly, 50,000 subscribers)</p>	<p>Supports government chief security officers, IT executive and program managers with news and analysis on the policies, programs and technologies designed to ensure the integrity of government information and the infrastructure that supports it. Subscribers are IT managers and executives who use, plan, purchase and deploy security-related products and services.</p> <p>Federal government: 59.0% DOD: 25.1% Civilian agencies: 33.9% State and local government: 15.0% Systems integrators: 20.6% Other: 5.4%</p> <p>Exec/command/admin/ops/program mgt: 37.3% Computer/communications/network mgt: 28.2% Technical/engineering mgt: 14.1% Procurement/purchasing mgt: 4.3% Personnel/training/sales/mktg mgt and legal/leg/consulting: 10.4% Other: 5.7%</p>
<p><b>State and Local IT Report</b> (Biweekly, 45,000 subscribers)</p>	<p>Covers IT policies, programs and projects related to computer and communications use and purchasing at the state and local levels of government. Subscribers are IT managers and executives who use, plan, purchase and deploy computer and communications equipment and related products and services in their workplace.</p> <p>Federal government: 30.6% DOD: 13.1% Civilian agencies: 17.5% State and local government: 53.2% Systems integrators: 12.1% Other: 4.1%</p> <p>Exec/command/admin/ops/program mgt: 37.3% Computer/communications/network mgt: 27.7% Technical/engineering mgt: 13.5% Procurement/purchasing mgt: 4.5% Personnel/training/sales/mktg mgt and legal/leg/consulting: 10.7% Other: 6.3%</p>

**VERTICAL E-MAIL NEWSLETTERS**

<p><b>Federal Computer Week</b> <b>Government 2.0</b> (Monthly, 45,000 subscribers)</p>	<p>Highlights the policy, technology and implementation behind successful e-government programs. Subscribers are federal and state and local government IT and program managers responsible for planning, purchase and use of the large-scale online and electronic services that enable government-citizen interaction.</p> <p>Federal government: 59.9% DOD: 24.2% Civilian agencies: 35.7% State and local government: 14.9% Systems integrators: 19.2% Other: 6.0%</p> <p>Exec/command/admin/ops/program mgt: 36.4% Computer/communications/network mgt: 28.1% Technical/engineering mgt: 14.3% Procurement/purchasing mgt: 4.6% Personnel/training/sales/mktg mgt and legal/leg/consulting: 10.3% Other: 6.3%</p>
<p><b>GCN</b> <b>Lab News and Review</b> (Biweekly, 35,000 subscribers)</p>	<p>Delivers the latest product news, reviews and perspectives on existing and emerging technologies and software for government IT users. Subscribers are IT managers and executives who use, plan, purchase and deploy technology at all levels of federal, state and local government.</p> <p>Federal government: 69.1% DOD: 25.8% Civilian agencies: 43.3% State and local government: 15.5% Other: 15.4%</p> <p>Exec/command/admin/ops/program mgt: 38.6% Computer/communications/network mgt: 19.0% Technical/engineering mgt: 19.9% Procurement/purchasing mgt: 5.1% Personnel/training/sales/mktg mgt and legal/leg/consulting: 1.9% Other: 15.3%</p>

Source: All subscriber data is publisher's own data (January 2009)

## VERTICAL E-MAIL NEWSLETTERS (cont'd)



Covers the latest policies and best practices in storage, virtualization, energy-efficiency, telework and more. Learn how green IT solutions can reduce costs, increase productivity and improve performance.

**Green IT Report**  
(Biweekly, 40,000 subscribers)

Federal government (including Military) 43.1%	IT mgt/specialists/staff: 70.2%
State & local/other government: 16.9%	Exec/corporate mgt: 16.2%
Systems integrators: 11.4%	Mgt/specialists/staff/consultants: 9.9%
General business/fin/acct/trng/educ: 16.1%	Other: 3.7%
Manufacturing/utilities/industrial: 8.2%	
Retail/wholesale/services: 4.2%	

**Government Training Report**  
(Monthly, 45,000 subscribers)

Delivers must-read information on the technical and managerial certificate programs you need to meet government mandates and advance your professional career.

Federal government (including Military) 49.9%	IT mgt/specialist/staff: 34.8%
State & local/other government: 21.8%	Exec/corporate mgt: 22.0%
Systems integrators: 15.5%	Mgt/specialists/staff/consultants: 35.4%
General business/fin/acct/trng/educ: 12.8%	Other: 7.9%

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## E-MAIL NEWSLETTER SPONSORSHIPS AND PRICING

	1x (net each)	6x (net each)	12x (net each)
<b>60,000–89,999 total circulation</b>			
Sole sponsorship	\$5,500	\$4,500	\$3,500
728x90 sponsorship	\$4,000	\$3,000	\$2,500
336x280 sponsorship	\$4,000	\$3,000	\$2,500
<b>25,000–59,999 total circulation</b>			
Sole sponsorship	\$4,500	\$3,500	\$3,000
728x90 sponsorship	\$3,500	\$2,500	\$1,750
336x280 sponsorship	\$3,500	\$2,500	\$1,750
<b>Less than 25,000 total circulation</b>			
Sole sponsorship	\$3,500	\$3,000	\$2,500
728 90 sponsorship	\$2,500	\$1,750	\$1,500
336x280 sponsorship	\$2,500	\$1,750	\$1,500

### Sole Sponsor

- 300 x 250 rectangle ad or 336 x 280 boom box (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL
- 728 x 90 leaderboard ad or 468 x 60 banner ad (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL

### 728x90 Sponsor

- 728 x 90 leaderboard banner ad (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL

### 336x280 Sponsor

- 336 x 280 boom box (maximum size 25K), 5 lines of promotional copy (maximum 60 characters per line), click-thru URL



## E-MAIL NEWSLETTER AD SPECIFICATIONS

### **Acceptable Files**

GIF or JPG files (includes animated GIF files)

### **Third-party ad serving**

Only Standard Tags are accepted

### **Click-through URL**

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

All banners are due 3 business days prior to newsletter launch.

Please submit materials to:

Zachary Binder,  
Online Production Coordinator  
Phone: 818-734-1520 x217  
E-mail: zbinder@1105media.com

*All creative should be submitted to [onlineads@1105govinfo.com](mailto:onlineads@1105govinfo.com).*

**For more information on 1105 Government Information Group e-mail newsletters, contact your media consultant or James Bohi, Director, Online Sales, at (703) 876-5092 or [jbohi@1105GovInfo.com](mailto:jbohi@1105GovInfo.com).**