

2010 Federal Employees Almanac

Ad close: November 16, 2009 ▲ Materials Due: December 1, 2009

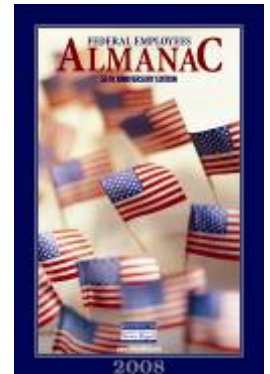


With 1.9 million civilian workers (including DOD civilians) and 1.4 million uniformed personnel, the federal government is the largest single employer in the United States (Source: White House 2008 budget numbers and OSD). Keeping that workforce informed on pertinent information that impacts their careers is critical, so federal employees need a reliable source with key data and contacts that they can reference throughout the year.

That's why they read and rely on the *Federal Employees Almanac*. Since 1953, the *Federal Employees Almanac* has been the leading compendium of career information for federal employees. Updated annually, this vital, year-long publication contains more than 500 pages of guidance on federal employee benefits, compensation, policies, procedures, perks and programs.

Serving active and retired rank-and-file federal civilian employees and postal workers, as well as active and retired military personnel, the 2010 *Federal Employees Almanac* is a comprehensive source for detailed information on:

- Pay
- Insurance
- Retirement
- Post-Retirement
- Leave and other benefits
- Thrift Savings Plan
- Divorce, legal separation and annulment
- Employment procedures and policies
- Downsizing policies
- Agency roles and responsibilities
- Taxes
- Travel, transportation and relocation
- Postal Service
- Resources/references



HIGH-IMPACT ADVERTISING NOW AVAILABLE . . . RESERVE YOUR SPACE TODAY

The 2010 *Federal Employees Almanac* provides advertisers with the distinct opportunity to reach and impact an audience of engaged federal employees all year long. With more than 55,000 units sold and distributed annually across civilian and defense agencies, advertisers can maximize marketing investments to reinforce market leadership/brand preference and drive sales. Don't miss your chance to capitalize on premium visibility in one of the federal market's most in-demand publications. Contact your media consultant to reserve your placement today.

AD SIZE	RATE (net)	TRIM SIZE	LIVE AREA
4/C back cover	\$16,000	6" x 9"	4.75" x 8"
4/C inside front/back cover	\$14,000	6" x 9"	4.75" x 8"
4/C chapter divider	\$12,000	5" x 8.25"	4.75" x 8"
Direct response card	\$10,000	5" x 8.25"	4.75" x 8"
B/W full page	\$7,000	5" x 8.25"	4.75" x 8"
B/W 3/4 page	\$5,500	5" x 6"	
B/W 1/2 page	\$3,600	5" x 4"	
B/W 1/4 page	\$1,800	5" x 2"	

Additional premium positions, inserts, outserts and custom cover options are available. Contact your media consultant for more information and pricing.

Printing

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your media consultant. Hi-res .PDF format required.

Media Shipping

Alisha Hopkins, Advertising Traffic Coordinator
1105 Media, Inc.
3141 Fairview Park Drive, Suite 777
Falls Church, VA 22042
(703) 707-5067 • ahopkins@1105media.com

To reserve your premium position in the 2010 *Federal Employees Almanac*, contact your media consultant or Maxine Lunn at 703-876-5102 or mlunn@1105govinfo.com.