



NEW IN 2009...KEY TOPIC TARGETING

1105 Government Information Group can now offer more topics—allowing government IT marketers the ability to tap into 80% more inventory surrounding the same topic specific content—across its market-leading government IT news and information Web sites, FCW.com, GCN.com, and WashingtonTechnology.com.

With this new dynamic online offering—regardless of how users navigate to reach specific content (enewsletters, search, or the navigation bar) key topic targeting offers marketer the ability to place ads adjacent to relevant articles.



1105 Government Information Group’s key topic targeting aggregates the most vital information, from the best sources, to give decision-makers centralized access to the resources they need to run the business of their agencies and deliver on their missions through the effective deployment of information technology.

Key topics include:

- ◆ Contracts
- ◆ Federal Agency
- ◆ Procurement
- ◆ Research and Development
- ◆ Telework
- ◆ Training and Certification
- ◆ State and Local
- ◆ Technology
- ◆ Cybersecurity or Biometrics Identification
- ◆ High-Performance Computing
- ◆ Information Assurance
- ◆ Authentication or Identity Management
- ◆ Information Security
- ◆ IPv6
- ◆ Virtualization
- ◆ Mobile and Wireless
- ◆ Defense IT
- ◆ Green IT
- ◆ Homeland Security
- ◆ Health IT
- ◆ Training & Certification
- ◆ Enterprise Architecture
- ◆ Telecom and IT Infrastructure
- ◆ Storage
- ◆ Program Management

Unique Target Marketing and Branding Opportunities

1105 Government Information Group’s key topic targeting serves as an ideal platform to reinforce your position as a market leader within key solution areas.

KEY TOPIC TRAGETING OFFERS...

- ◆ An opportunity to purchase share of voice based on topics
- ◆ Guarantee impressions vs. fluctuating CPMs
- ◆ The chance to target across 1105 Government Information Group’s network

For more information on 1105 Government Information Group’s key topic targeting availability and sponsorships, contact your media consultant or James Bohi, Director, Online Sales at (703) 876-5092 or jbohi@1105govinfo.com.