

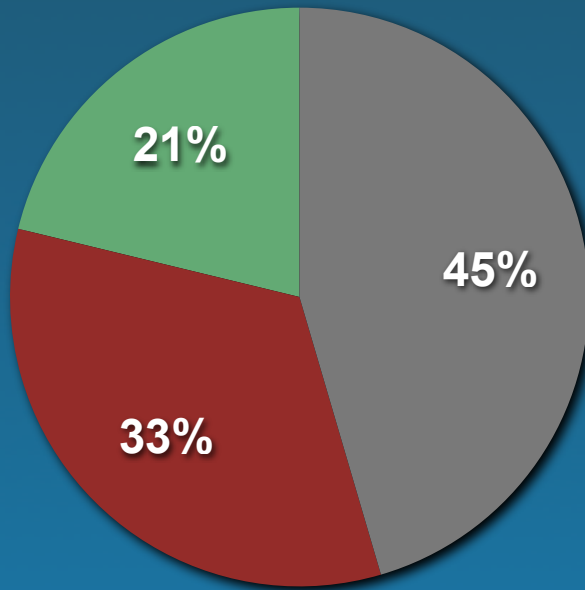
- READERSHIP
- SPONSORSHIPS
- EVENTS
- EDITORIAL CALENDAR

The logo for SciVSource features a stylized 'S' symbol on the left, composed of a black outline and a blue circle. To its right, the word 'CivSource' is written in a blue, sans-serif font. The 'C' in 'Civ' is black, and the 'S' in 'Source' is blue. The entire logo has a subtle drop shadow.

SciVSource

Opportunities  
2010

## READERSHIP



- Private Sector: Corporations/Contractors
- Public Sector: State/City Governments
- Trade Organizations

# Who Reads *CivSource*?

Policy makers, purchasers, private sector market leaders and informed citizens including:

- Accenture
- Actuate
- BasicGov
- CGI
- Cisco
- Ciber
- Coupa
- Dell
- Deloitte
- esri
- Governors
- HP
- IBM
- IdeaScale
- INPUT
- iSys
- Knowledge Vector
- Lockheed Martin
- Mayors
- Microsoft
- mLogica
- Motorola
- Oracle
- Teradata
- Xerox/ACS
- Verizon
- AASHTO
- NASCIO
- NACo
- NCSL
- NLC
- Code For America
- Intelligent Community Forum
- Rockefeller Institute
- Innovation At Harvard
- Agency Executives
- Army Corps of Engineers
- State/Local CIOs

## THE MARKET

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### KEY FACTS:

- \$600+ billion total yearly spend
- Tech Focus
- Experimental
- Budget Conscious
- Legislative Powerhouse

“As influential as local and state politics are in our daily lives it is surprising that there are so few good publications that cover the space. CivSource fills that void by providing round coverage of what’s happening at the state and local level and is a welcome and credible addition to the IT industry in particular.”

-Jared Adams,

Government Practice Director at Merritt Group

## State & Local Legislative Power:

- **2010 Session Pre-files to date: 20,235**
- **2010 Intros to date: 86,764**
- **2010 Session Enacted/Adopted overall to date: 27,281**
- **Number of 2009-10 bills to date: 186,408**

**State & Local Represents a \$600 billion market. Can you afford to miss out?**

*CivSource* reaches policy leaders, decision makers and influencers across the nation. We provide coverage that impacts both policy making and buying choices.

Contact sales at [adsales@civsourceonline.com](mailto:adsales@civsourceonline.com) about how you can get your message out to our targeted, influential audience.

(Measures current as of 07/2010 source: State Net)



## SPONSORSHIPS

### SITE ADS:

- Leaderboard - above the fold - 468 x 90 - \$100
- Leaderboard - below the fold - 468 x 90 - \$50
- Block - interior side bar & front page - 300 x 250 - \$100 (Also available as an RSS ad)
- Full column - interior side bar or front page - 300 x 600 - \$120
- Interstitials - 640 x 480 - \$150
- White paper posting - \$2000 per month
- Skin the site - \$4500 per week
- Sponsored stories - rates vary depending on if its a series, one off, video, etc. Starts at \$500.

All prices per week net/ros.

## Positions & Rates

The screenshot shows the CivSource website's 'Latest News Stream' section. It features six news items with images and headlines: 'ENERGY' (wind turbines), 'TECHNOLOGY' (NIC revamps TN.gov), 'ECONOMY' (States twist tax knobs), 'ECONOMY' (Alabama Governor heads to UK), 'SOCIAL MEDIA' (CSC launches social network platform), and 'HEALTH IT' (New website accompanies final rules). Below the news stream is a navigation bar with links like 'Events Calendar', 'The Gallery', and 'Subscribe'. A large advertisement for Vonage is prominently displayed in the center, circled in red, offering nationwide calling for \$9.99/month. At the bottom, there is a category menu including 'HOME', 'BUSINESS PROCESSING', 'ECONOMY', 'EDUCATION', 'ENERGY', 'ENVIRONMENT', 'HEALTH CARE', 'PROCUREMENT', 'SECURITY', 'TECHNOLOGY', and 'WORKFORCE'.

This screenshot displays a news article titled 'Lockheed develops open source, social media framework' dated July 8, 2009, by Jeffery Smith. The article includes a '132 tweets' counter and a 'retweet' button. The text describes Lockheed Martin's release of a proprietary social media tool using an open source license. A screenshot of the Lockheed Martin's Enterprise Integration Group website is shown below the article. To the right, a sidebar contains 'CivSource RSS and Social Networks' with RSS and Twitter icons, and a link to 'sign up to receive CivSource Weekly'. A large advertisement for 'Gov 2.0 Apps in Action' is also present, circled in red, promoting a free webinar on cloud databases to boost transparency and lower IT costs, presented by CivSource and Caspio.

## SPONSORSHIPS

### EMAIL NEWSLETTER:

- Small logo tile - 150 x 150 - \$300
- Text placement - 50 words of promo copy & small logo - after featured stories - \$500
- Medium rectangle- 350 x 250 - left sidebar above the fold - \$1000
- Leaderboard - 728 x 90 - \$1000
- Exclusive sponsor - all ad positions and featured story placement \$2500
- Featured event listing - 100 words promo copy, small logo, link to register - \$400

All prices per week.

## Positions & Rates

Email not displaying correctly? View CS Weekly Online

**States twist tax knobs to realize first revenue increase since 2008**  
State and local tax revenues are off to positive start for the first time since Q3 2008. The first quarter of 2010 saw state collections growing on a year-over-year basis, but according to the Rockefeller Institute of Government, there is little cause for celebration.  
[Read Full Article](#) | [Email This Article](#)

**Alabama Governor heads to UK, Gulf states courting aerospace jobs**  
Alabama Governor Bob Riley is headed to the Farnborough International Air Show in the UK next week to court an agreement with an unnamed aerospace company, in the hopes that they'll bring jobs to

**Featured Story**  
**Online travel industry, local governments duke it out over occupancy taxes**

A storm has been brewing between state and local tax officials and the online travel industry for the last several years over hotel occupancy taxes. From New York to San Francisco, Washington to Georgia, states and cities have taken companies like Orbitz, Travelocity and Expedia to court for what has been characterized as stealing, tax fraud, and dishonest business practices.  
Amid a growing rash of courtroom struggles in the last

### CivSource Upcoming Events

**CivSource & Caspio  
Webinar: Gov 2.0 Apps in  
Action** Aug 19 ([more info](#))

**Gov 2.0 Apps in Action**  
See how agencies are using cloud databases to boost transparency and lower IT costs.

**Attend free webinar**

Presented by: &

## AUDIENCE & EDITORIAL CALENDAR

### September - Gov 3.0

#### Subtopics:

- Gov 2.0 Summit - DC
- Web 2.0 Expo - New York
- Broadband
- Social Media
- NASCIO Annual Conference

### October - Workforce Issues

#### Subtopics:

- BPM
- Social services
- Election coverage

### November - Technology Policy

#### Subtopics:

- Election coverage
- Cybersecurity
- Crisis Comms
- NLC Congress of Cities

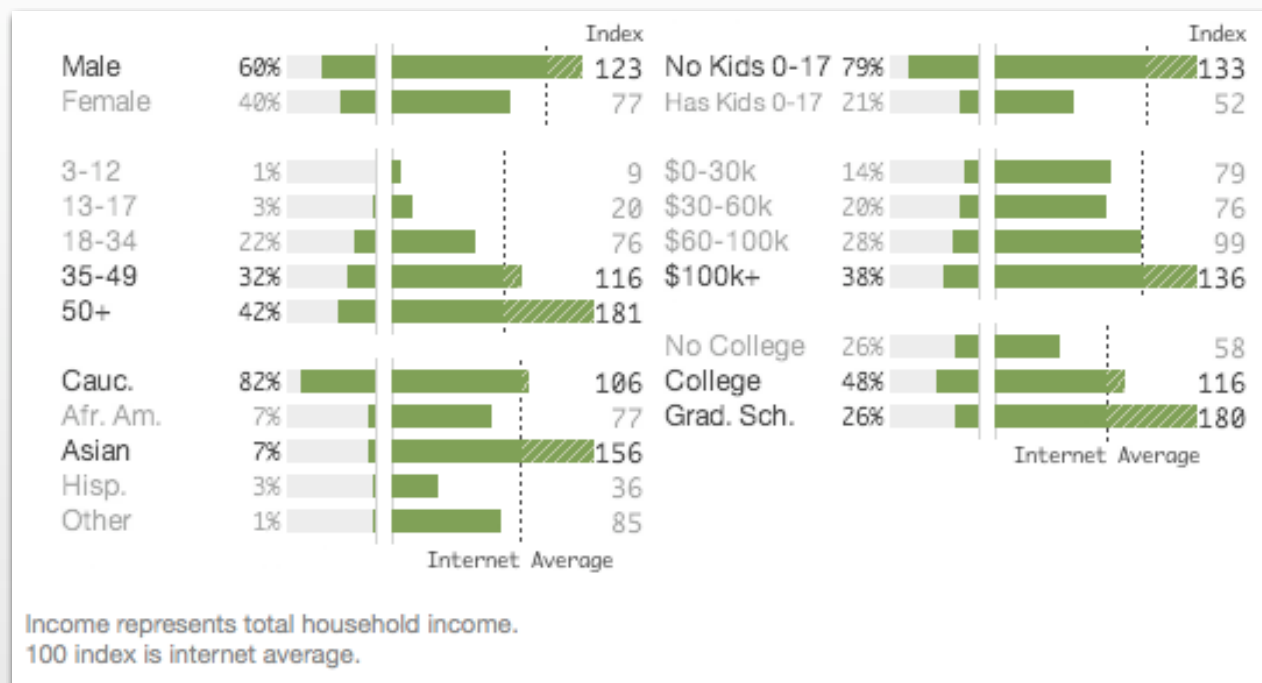
### December - Economic Development

#### Subtopics:

- Tax Issues
- Smart cities
- Transportation
- Infrastructure

Subtopics are areas for which we already have stories planned. Queries welcomed.

## Audience Demographics



Source: Quantcast.com

## The Gallery & The Floor

*The Gallery* is a forum for ideas and examination of matters facing state and local government. Readers, members of the media, academics or the business community are invited to submit guest columns to [civsource@civsourceonline.com](mailto:civsource@civsourceonline.com).

Member of the public sector? We're interested in hearing from you too. *CivSource* does not endorse the views presented in *The Gallery*, but offers them in an effort to present more diverse coverage. *CivSource* will review all submissions but does not guarantee publication of all works submitted.

