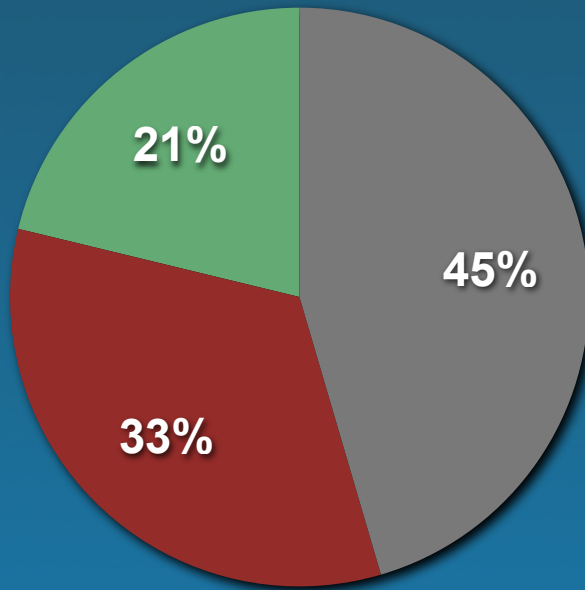


- READERSHIP
- SPONSORSHIPS
- EVENTS



Opportunities
2011

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

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,

Senior Manager, Media Relations and Public Affairs - Raytheon Intelligence and Information Systems

State & Local Legislative Power:

- 2011 Session Pre-files to date: 16,810
- 2011 Intros to date: 11,302
- 2011 Session Enacted/Adopted overall to date: 2,855

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

CivSource works to provide information on the big-picture, far-reaching trends in SLG technology policy and strategy, while keeping pace with emerging best practices and thought leadership. *CivSource* reaches policy leaders, decision makers and influencers across the nation and our coverage impacts both policy making and buying choices.

Contact Bailey McCann at bailey@civsourceonline.com to learn about how you can get your message out to our connected, influential audience.

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', 'About', 'Contact', and 'Subscribe'. A large advertisement for Vonage is prominently displayed, circled in red, offering nationwide calling for \$9.99/MO. The CivSource logo is visible on the left, and a secondary navigation bar is at the bottom.

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 tweet count of 132 and a 'relweet' button. The text describes Lockheed Martin's release of a proprietary social media tool using an open source license, called the Eureka Framework. A screenshot of the Lockheed Martin Enterprise Integration Group's social media page is shown below the article. To the right, a sidebar titled 'CivSource RSS and Social Networks' features RSS and Twitter icons, a sign-up for 'CivSource Weekly', and a 'Gov 2.0 Apps in Action' webinar advertisement, which is circled in red. The webinar ad includes the text 'Attend free webinar' and 'Presented by: CivSource & caspio'.

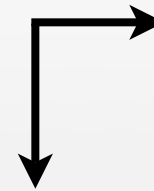
SPONSORSHIPS

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



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: **CivSource & caspio**

CivSource

Deftek NFUT Report

FY 2011 Top 10 Small Business Set-Aside Federal Technology Opportunities [Free Download](#)

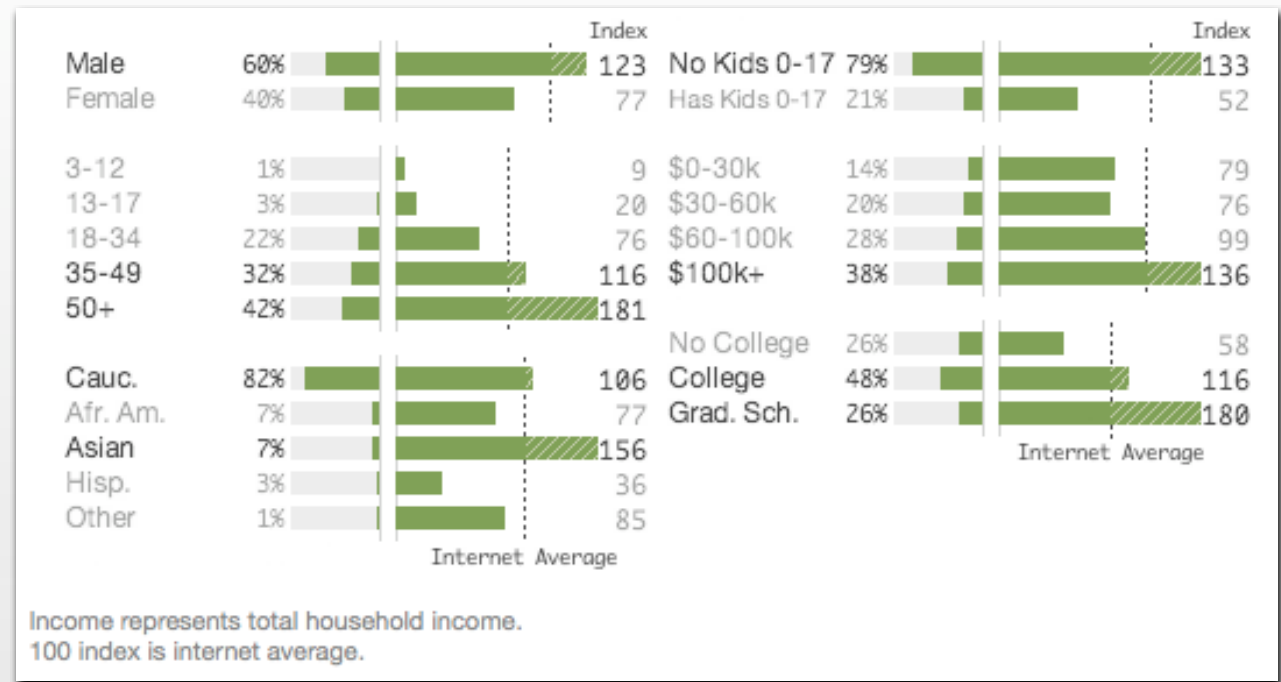
Featured Story

NYC launches second round of BigApps civic apps contest

Late in 2009, New York City launched [BigApps](#), a contest for developers to create civic applications for mobile and online. Today, Mayor Bloomberg announced that BigApps is online for round 2. For the second round the city has doubled the number of datasets available to developers and the winning application will receive \$20,000 in cash prizes. Program details will be unveiled tonight at the NY Tech Meetup.

AUDIENCE

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 bailey@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.

