- **READERSHIP**
- **SPONSORSHIPS**
- **EVENTS**
- **EDITORIAL CALENDAR**

CivSource

Opportunities
2010

READERSHIP

- 45%
- 33%
- 21%
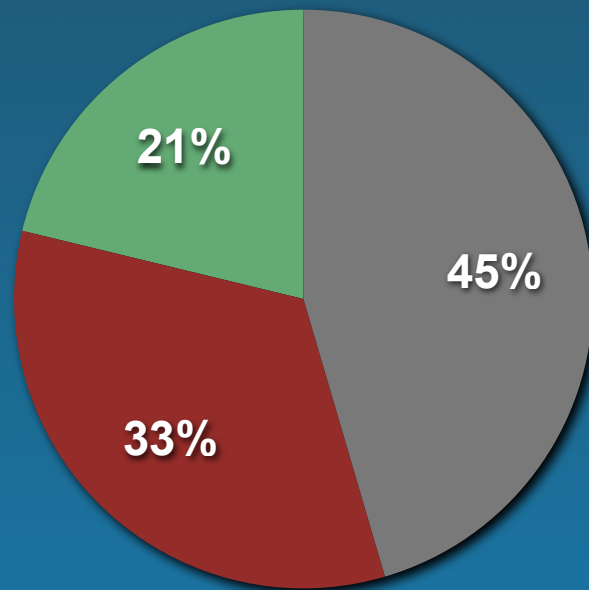
● Private Sector: Corporations/Contractors
● Public Sector: State/City Governments
● Trade Organizations

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

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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 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 sales at adsales@civsourceonline.com about how you can get your message out to our connected, influential audience.

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

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Positions & Rates

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

CivSource

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:
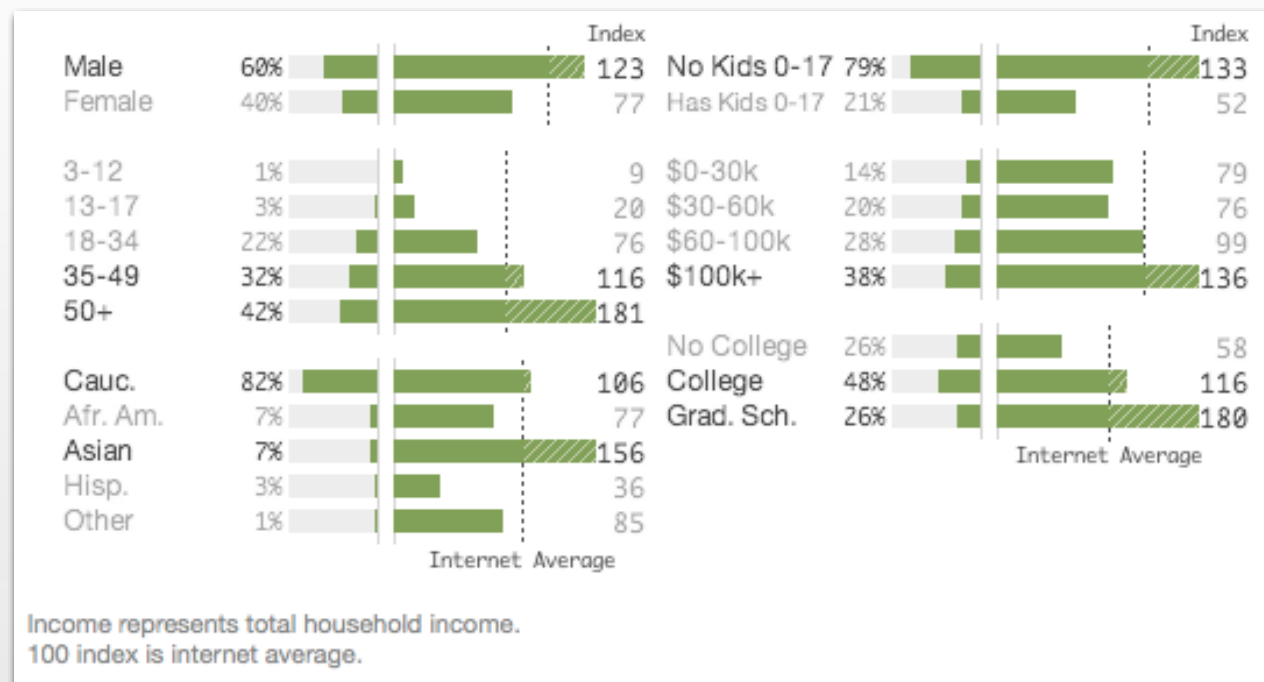●Election coverage
●Cybersecurity
●Crisis Comms
●NLC Congress of Cities

December - Economic Development
Subtopics:
●Tax Issues
●Smart cities
●Transportation
●Infrastructure

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

Audience Demographics

			Index
Male	60%		123
Female	40%		77
3-12	1%		9
13-17	3%		20
18-34	22%		76
35-49	32%		116
50+	42%		181
Cauc.	82%		106
Afr. Am.	7%		77
Asian	7%		156
Hisp.	3%		36
Other	1%		85

Internet Average

			Index
No Kids 0-17	79%		133
Has Kids 0-17	21%		52
$0-30k	14%		79
$30-60k	20%		76
$60-100k	28%		99
$100k+	38%		136
No College	26%		58
College	48%		116
Grad. Sch.	26%		180

Internet Average

Income represents total household income.
100 index is internet average.

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{at}civsourceonline{dot}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.

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