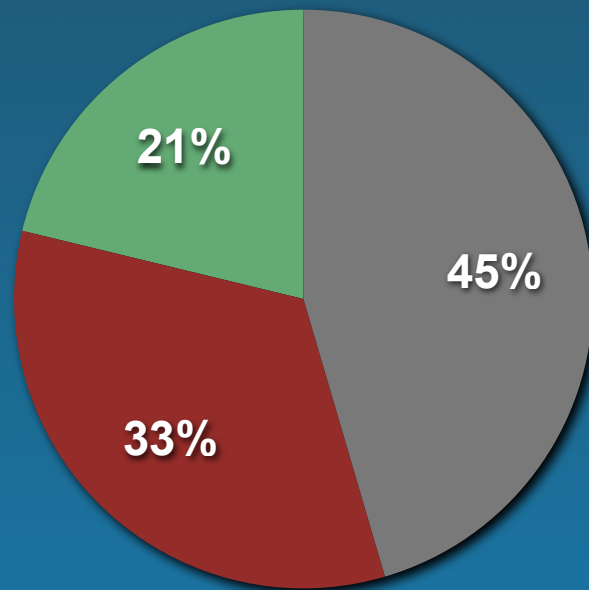


- READERSHIP
- SPONSORSHIPS
- EVENTS
- EDITORIAL CALENDAR



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

### 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* 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](mailto: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)



## 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 top section of the CivSource website. At the top is the 'Latest News Stream' with six categories: ENERGY, TECHNOLOGY, ECONOMY, ECONOMY, SOCIAL MEDIA, and HEALTH IT. Each category has a featured article with a thumbnail image and a headline. Below the news stream is a navigation bar with links to 'CivSource', 'Events Calendar', 'The Gallery', 'About', 'Contact', and 'Subscribe'. On the right side of the navigation bar are links for 'Log out' and 'Subscribe'. Below the navigation bar is a large banner for 'CivSource' with a logo on the left and a Vonage advertisement on the right. The Vonage ad is circled in red and reads: 'SWITCH TO VONAGE TO GET NATIONWIDE CALLING FOR ONLY \$9.99/MO. OFFER ONLY AVAILABLE ONLINE WITH 1-YEAR AGREEMENT. PLUS FEES AND TAXES. SIGN UP NOW. Important Restrictions Apply.' Below the banner is a horizontal menu with links to various categories: HOME, BUSINESS PROCESSING, ECONOMY, EDUCATION, ENERGY, ENVIRONMENT, HEALTH CARE, PROCUREMENT, SECURITY, TECHNOLOGY, and WORKFORCE.

The screenshot shows a full article on the CivSource website. The article title is 'Lockheed develops open source, social media framework'. It is dated 'July 8, 2009 @ Jeffery Smith' and has a 'View Comments' link. Below the title is a tweet count of '132 tweets' and a 'retweet' button. The article text describes Lockheed Martin's release of a proprietary social media tool using an open source software license. It mentions the 'Eureka Framework' and quotes Shawn Dahlen, Lockheed Martin's Social Media Program Manager. Below the article text is a screenshot of the Lockheed Martin's Enterprise Integration Group website. To the right of the article is a sidebar with 'CivSource RSS and Social Networks' links for RSS and Twitter. Below these links is a promotional text: 'Also, sign up to receive CivSource Weekly, a rundown of the week's past news from CivSource. Or click here to receive articles straight to your Inbox'. At the bottom of the sidebar is a large advertisement for 'Gov 2.0 Apps in Action' which is circled in red. The ad features a laptop icon and text: 'See how agencies are using cloud databases to boost transparency and lower IT costs. Attend free webinar'. At the bottom of the ad, it says '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

**\$20,000 Software Challenge**  
Help New York City become more transparent, accessible, and accountable.  
New for 2010 > Double the Data | More Awards

**CSC launches new health care billing product**  
CSC has launched its Premium Billing 360°

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.

**CivSource**



## 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

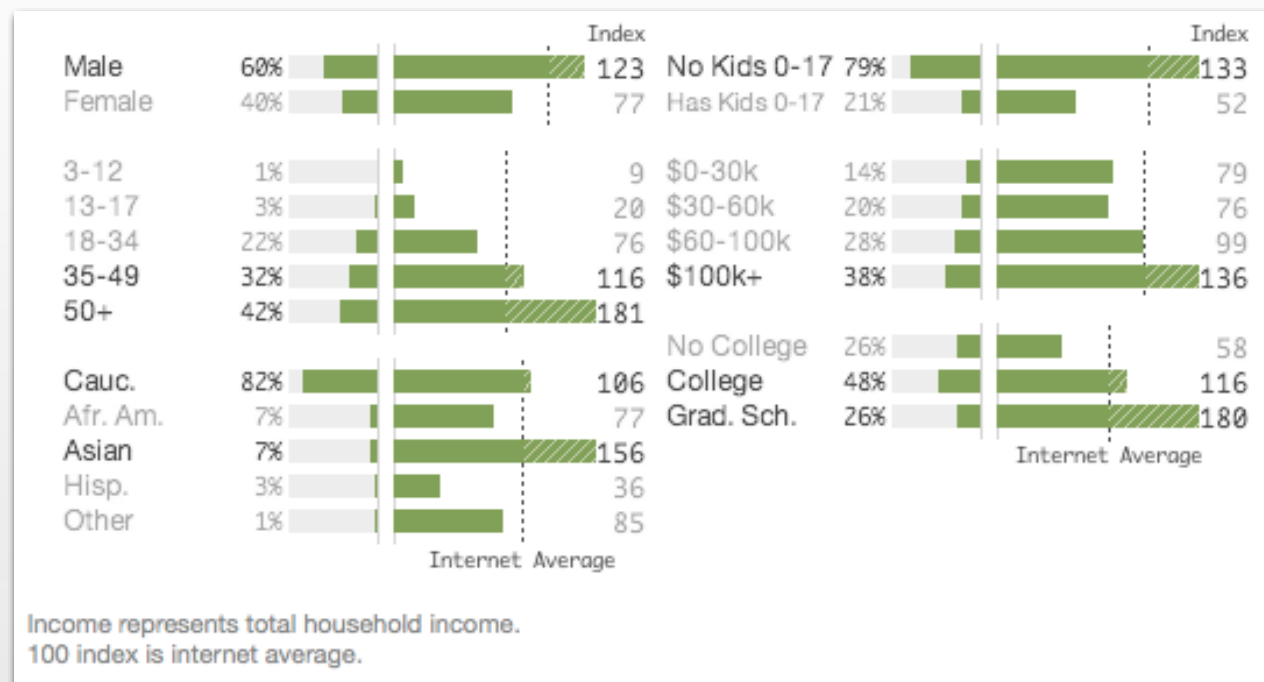
### December - Economic Development

#### 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.

