



An intelligent network of websites and newsletters designed to keep government business and technology leaders expertly informed.

<http://www.i360Gov.com>

2014 MEDIA KIT

2014 Advertising / Marketing Opportunities

Overview

i360Gov is an intelligent network of web sites and newsletters that provides government business, policy and technology leaders with a single destination where they can find the most important news and analysis regarding agency missions, strategies and initiatives.

Comprised of seven topic-specific news channels, each functioning as a stand-alone web site, along with a comprehensive line-up of email newsletters, the i360Gov network delivers daily news, analysis, commentary and perspective regarding government's largest and most important initiatives in an interactive, online environment.



Network of Websites



Using our proprietary technology, our editors continually monitor and review hundreds of trusted news sites, trade sites and blogs across the web, filtering out all but the most relevant, interesting and useful news, analysis and commentary as it relates to key government business and technology strategies and initiatives. Links to these articles are delivered to our subscribers via our network of web sites and newsletters along with links to additional related articles, i360Gov Special Reports, white papers, webinars, and other resources.

By doing their daily search for important, relevant news and analysis for them, we save busy government business, policy and technology leaders valuable time while keeping them expertly informed.

B2B Media Today: Content in Context

Most government business and technology professionals retrieve their news, analysis and insight information online. In fact, a recent i360Gov survey showed that 83% of our audience no longer reads printed trade publications at all. The challenge is in knowing where to go to find the most informative and best written information on a daily basis. That can involve taking a great deal of time out of one's busy schedule, searching numerous websites in order to obtain the specific information you need to make the best decisions regarding your current strategies and initiatives.



That is the service i360Gov provides our audience of government business and technology professionals via our network of websites and newsletters. We carefully screen and filter all but the most relevant, interesting, and useful news, analysis and commentary as it relates to key government business and technology strategies and initiatives. Links to these articles are delivered to our audience via our network of web sites and newsletters along with links to additional related articles, i360Gov Special Reports, white papers, webinars, and other resources.



The i360Gov Network delivers daily news, analysis, commentary and perspective regarding government's largest and most important initiatives. The network includes topic-specific channels for:

- ◆ **Federal Policy and Business**
- ◆ **Federal Information Technology**
- ◆ **Healthcare Policy and Technology**
- ◆ **Energy Policy and Technology**
- ◆ **Defense, Intelligence and Homeland Security Policy and Technology**
- ◆ **State and Local Government Policy, Business and Technology**
- ◆ **Education Policy and Technology**

The i360Gov Network and Audience

The i360Gov Network reaches over 200,000 government business and technology decision makers with job functions including:

- ◆ Government Executives and Policy Makers
- ◆ Program and Project Managers
- ◆ IT Directors and Managers
- ◆ Engineering Directors and Managers
- ◆ Government Contractors, Teaming Partners and Systems Integrators

Our audience continues to grow daily. Please contact us for the most recent breakdowns by job function and level of government.

i360 GovBusiness



Covers federal government business and policy, strategy, direction and initiatives. Specific emphasis is placed on finance, human capital, technology, and procurement.

i360 GovIT



Covers federal government IT strategy, initiatives, integration and results. Specific emphasis is placed on security, cloud computing, big data, mobility, enterprise architecture, and compliance.

i360 GovDefense



Covers defense, intelligence and homeland security business, policy and technology. Specific emphasis is placed on information technology, C4ISR, and defense networks.

i360 GovHealthcare



Covers healthcare policy and technology strategy for all levels of government with emphasis on government initiatives that are driving innovation through the use of information technology.

i360 GovEnergy



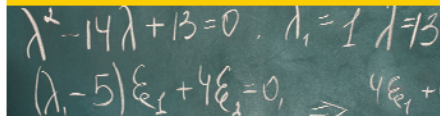
Covers energy policy, technology, and initiatives for all levels of government with specific focus on oil, electric power, natural gas, coal, nuclear, and petrol chemicals.

i360 SLGov



Covers policy, business, and technology initiatives from state and local government with emphasis on IT strategy and healthcare, immigration, public infrastructure, education and homeland security policy.

i360 Education



Covers education policy for all levels of government along with emphasis on technology strategy and initiatives at K-12 and higher education institutions.

Marketing and Advertising Opportunities

i360Gov offers marketers a variety of strategic options for reaching our powerful audience. Whether your objective is lead-generation, thought-leader positioning or branding, we will create a customized program that is mapped to achieving your specific goals, and includes guaranteed results along with metrics for measuring results.

i360Gov marketing programs may include any of the following components:

- ◆ Banner advertisements
- ◆ Content sponsorship
- ◆ Microsite sponsorship
- ◆ Newsletter sponsorship
- ◆ Custom newsletters
- ◆ Custom content creation
- ◆ Content syndication
- ◆ Demand generation
- ◆ Turnkey webinars
- ◆ Custom video segments
- ◆ Live events

Most i360Gov marketing programs include guaranteed, measurable ROI.



Website Banners

Each website in the i360Gov Network offers three banner positions. In addition to your banner being featured on the website home page, it will be served on the landing pages for all of the articles that make up the website during your sponsorship period.

Banner sizes include:

- ◆ 728x90 Leaderboard
- ◆ 300x250 Medium Rectangle
- ◆ 240x400 Vertical Rectangle

Impression levels vary per site. Please contact us for latest statistics.



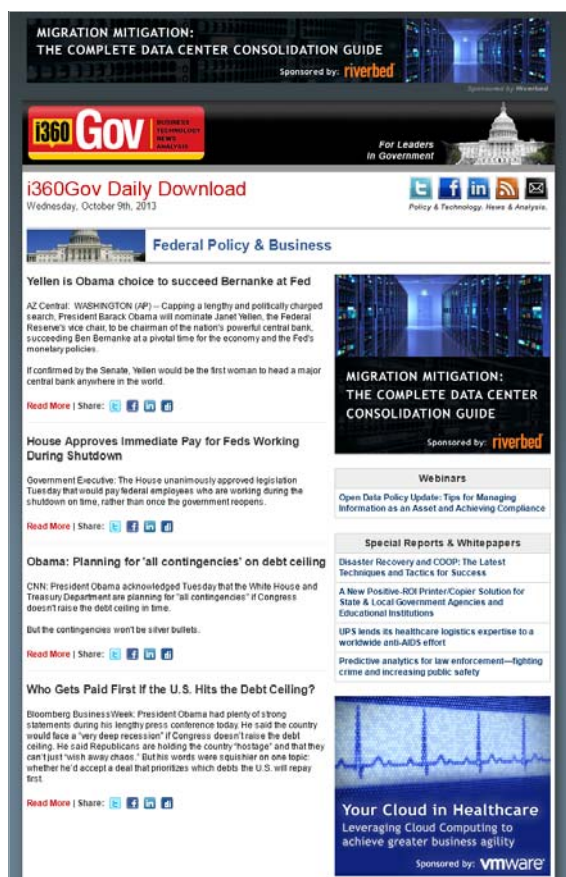
Newsletter Banners

Banner placements are also available across our entire range of email newsletters. These valuable assets reach over 55,000 government decision makers daily and their high open rates provide a powerful vehicle to deliver your message.

Banner sizes include:

- ◆ 728x90 Leaderboard
- ◆ 300x250 Medium Rectangle
- ◆ 160x600 Skyscraper

Please contact us for current open rates.



Knowledge Center Sponsorship

i360Gov Knowledge Centers are focused microsites where our audience can find all the latest news, analysis, whitepapers and webinars regarding trending industry topics.

Sponsorship of each i360Gov Knowledge Center includes the following components:

- ◆ 728x90 ad banner
- ◆ Custom layout of a “sponsored by” 336x280 scroller box with up to five panels. You are free to include panels with your logo, positioning statement, information on your solutions, links to whitepapers, webinars and videos as well as 336x280 or 300x250 ad creative.
- ◆ Placement and promotion of one vendor provided whitepaper or vendor sponsored i360Gov Special Report in the main scroller box located at the top of the Knowledge Center.



i360Gov Knowledge Centers are sold based on a three or twelve month commitment and are available on a first-come, first-served basis.

i360GovIT Knowledge Centers:

Cybersecurity, Cloud & Virtualization, Mobile & Wireless, Network Infrastructure, Unified Communications

i360GovBusiness Knowledge Centers:

Federal Workforce, Finance, Management, Procurement

i360GovDefense Knowledge Centers:

Defence Policy, Defense Technology, Homeland Security

i360SLGov Knowledge Centers:

Policy, Big Data, Cloud & Virtualization, Cybersecurity, Mobile & Wireless, Network Infrastructure

i360GovEnergy Knowledge Centers:

Energy Policy, Energy Technology

i360GovHealthcare Knowledge Centers:

Federal Healthcare, State Healthcare, Healthcare Technology

i360Education Knowledge Centers:

K-12 Policy, Higher Education Policy, Education Technology

i360Gov is an intelligent network of websites and e-newsletters designed to keep busy government business and technology leaders expertly informed while saving them time.

Webinars

i360Gov produces turnkey webinars using custom or sponsor provided content. These live events are outstanding lead generators, and provide sponsors with a strong list of leads immediately following the event as well as three months of additional leads from on-demand downloads.

Our webinars are often integrated with other custom content vehicles to produce a powerful turnkey program with multiple touch points.

Please contact us for program rates, available dates, and lead guarantees.

The screenshot shows the i360Gov website with a navigation bar at the top. The main content area features a large banner for a webinar titled "Open Data Policy Update: Tips for Managing Information as an Asset and Achieving Compliance". The banner includes a date "Wed, September 25th, 2013 at 2:00pm ET" and a description of the event. Below the banner, there are sections for "On Demand Webcast", "Upcoming Webinars", and "i360Gov E-Newsletters". The footer contains contact information, site links, and social media follow buttons.

Content Syndication

i360Gov's hosted asset program includes a three month posting with weekly lead reports delivered to you in Excel format. Each three month program includes a considerable amount of promotion of your whitepaper via our network of websites and newsletters.

Please contact us for program rates and lead guarantee information.

The screenshot shows the i360Gov website with a navigation bar at the top. The main content area features a large banner for a whitepaper titled "Five Critical Security Controls for Continuous Diagnostics and Mitigation". The banner includes a date "Wednesday, 25 July 2012" and a description of the whitepaper. Below the banner, there are sections for "Whitepaper Download", "Upcoming Webinars", and "i360Gov E-Newsletters". The footer contains contact information, site links, and social media follow buttons.

Newsletter Sponsorship

i360Gov newsletters provide our busy subscribers with a look at the day's most important, must-read news and analysis headlines. Our flagship newsletter, the *i360Gov Daily Download*, provides overviews of and links to the top four articles from each of our vertical sites to over 50,000 subscribers Monday through Friday. High open rates make our newsletters a powerful way to deliver your marketing message directly to the inbox of your target audience.

i360Gov Daily Download

- ◆ Mon through Fri to 55,000+ subscribers

i360Gov State & Local Update

- ◆ Tues and Thurs to 45,000+ subscribers

i360Gov Defense Digest

- ◆ Weekly to 16,000+ subscribers

i360Gov Energy Update

- ◆ Weekly to 16,000+ subscribers

i360Gov Healthcare Update

- ◆ Weekly to 18,000+ subscribers

i360Education Update

- ◆ Weekly to 20,000+ subscribers

MIGRATION MITIGATION: THE COMPLETE DATA CENTER CONSOLIDATION GUIDE
Sponsored by: **riverbed**

i360Gov | BUSINESS TECHNOLOGY NEWS ANALYSIS
For Leaders In Government

i360Gov Daily Download
Wednesday, October 9th, 2013
Policy & Technology, News & Analysis.

Federal Policy & Business

Yellen is Obama choice to succeed Bernanke at Fed
AZ Central: WASHINGTON (AP) -- Capping a lengthy and politically charged search, President Barack Obama will nominate Janet Yellen, the Federal Reserve's vice chair, to be chairman of the nation's powerful central bank, succeeding Ben Bernanke at a pivotal time for the economy and the Fed's monetary policies.
If confirmed by the Senate, Yellen would be the first woman to head a major central bank anywhere in the world.
[Read More](#) | Share: [t](#) [f](#) [in](#) [di](#)

House Approves Immediate Pay for Feds Working During Shutdown
Government Executive: The House unanimously approved legislation Tuesday that would pay federal employees who are working during the shutdown on time, rather than once the government reopens.
[Read More](#) | Share: [t](#) [f](#) [in](#) [di](#)

Obama: Planning for 'all contingencies' on debt ceiling
CNN: President Obama acknowledged Tuesday that the White House and Treasury Department are planning for "all contingencies" if Congress doesn't raise the debt ceiling in time.
But the contingencies won't be silver bullets.
[Read More](#) | Share: [t](#) [f](#) [in](#) [di](#)

Who Gets Paid First If the U.S. Hits the Debt Ceiling?
Bloomberg BusinessWeek: President Obama had plenty of strong statements during his lengthy press conference today. He said the country would face a "very deep recession" if Congress doesn't raise the debt ceiling. He said Republicans are holding the country "hostage" and that they can't just "wish away chaos." But his words were squishier on one topic: whether he'd accept a deal that prioritizes which debts the U.S. will repay first.
[Read More](#) | Share: [t](#) [f](#) [in](#) [di](#)

Webinars
Open Data Policy Update: Tips for Managing Information as an Asset and Achieving Compliance

Special Reports & Whitepapers
Disaster Recovery and COOP: The Latest Techniques and Tactics for Success
A New Positive-ROI Printer/Copier Solution for State & Local Government Agencies and Educational Institutions
UPS lends its healthcare logistics expertise to a worldwide anti-AIDS effort
Predictive analytics for law enforcement—fighting crime and increasing public safety

Your Cloud in Healthcare
Leveraging Cloud Computing to achieve greater business agility
Sponsored by: **vmware**

Custom Content Solutions

Producing great, useful, authentic content will position your brand as a leader

The award winning i360Gov Custom Media Division offers marketers a variety of custom media vehicles for delivering your marketing message strategically and efficiently. These programs often include multiple components for multiple touch points with your target government customer. For example, depending on the client's objective, a program may launch with a turnkey webinar for immediate leads followed by a four page custom media special report on the same topic that is heavily promoted for an extended period.

Each custom media program includes a large amount of promotion via the i360Gov network of websites and newsletters as well as lead-generation mechanisms and minimum lead guarantees.

Content marketing can influence purchase intent and decision-making. Consumers are on average 70% of the way through the sales funnel before engaging directly with a brand. Content marketing allows you to influence decision makers well before they have made up their minds.

To illustrate, a Roper Public Affairs study found 80% of business decision makers prefer to access company information in a series of articles, over advertisements. More than 70% of decision makers said content marketing made them feel 'closer to the brand,' and 60% said content marketing helped them make better purchasing decisions.

Bottom line: Building great content that engages, inspires, educates and inform readers is what i360Gov does best. This is why we have been repeatedly recognized for our outstanding special reports.



Great content marketing will attract high value customers, and these customers will continue to come back for more.

"Content marketing can convert 30% more targeted audience traffic into high quality sales leads."

Source: Marketing Sherpa

Programs may include the following components:

- ◆ Special reports
- ◆ Whitepapers
- ◆ E-books
- ◆ Contract guides
- ◆ Microsites
- ◆ Webinars
- ◆ Video clips
- ◆ In-person events



Benefits of Sponsoring a Custom Media Report

Content marketing provides industry suppliers a chance to partner with a respected independent publisher to sponsor a professionally written report on a topic of high interest to the publisher's audience. The custom report strategically interweaves the sponsor's message with customer case studies and commentary.

In the public sector, reader surveys have repeatedly shown that the greatest area of interest for government agencies is how their peers address challenges similar to their own. Providing quotes from government IT professionals along with commentary from credible subject matter experts establishes the sponsor as a successful thought leader.

i360Gov's diverse audience of government decision makers provides a vast selection of potential topics and initiatives that can be used as example case studies in these reports. Developing a case study from a successful customer is a powerful way to highlight the sponsor's solutions and expertise without coming across as a sales pitch.



Please contact i360Gov for custom program availability and pricing.

Topics of interest to the i360Gov audience:

- ◆ Data Center Optimization
- ◆ Unified Communications
- ◆ Disaster Recovery and COOP
- ◆ IT Energy Efficiency
- ◆ Document Management, Archiving and eDiscovery
- ◆ State and Local Government Issues and Initiatives
- ◆ Process Improvement
- ◆ Procurement Advances
- ◆ Open Government
- ◆ Electronic Healthcare Records
- ◆ Big Data
- ◆ Web Strategies and Security
- ◆ Cloud Computing
- ◆ Virtualization
- ◆ Cybersecurity
- ◆ Cloud Security
- ◆ Regulatory Compliance
- ◆ Mobile Computing
- ◆ Secure Mobility
- ◆ Storage Management
- ◆ Network Optimization
- ◆ Telework

Custom Media Report Guidelines

What is the difference between a traditional editorial report versus a custom media report?

The primary difference is that a custom media report is sponsored by a vendor, while a traditional editorial report is not. That does not mean that a custom media report can't provide credible, objective, unbiased reporting. All i360Gov custom media reports are created to meet the highest standards of professionally written, educational, objective reporting. Since an industry supplier sponsors the report, the sponsor is allowed to provide input before the report is written on the following:

- ♦ The sponsor may provide guidance on specific areas within each topic they want covered in the report. For example, if the general topic selected is cybersecurity, for example, the sponsor may suggest prevention of malware threats as an angle to be covered within the report. i360Gov works to ensure at the outset that the sponsor has the opportunity to tailor the direction of the report to make it relevant to their solution set.
- ♦ The sponsor may choose to provide contact information for their internal subject matter experts to be interviewed for possible inclusion in the report, as an attributed quote for example.
- ♦ The sponsor may provide contact information for relevant government customers as well. This is by no means positioned as an endorsement of the sponsor by the government customer. The customer case study created for each i360Gov report provides an opportunity for the sponsor to highlight a pertinent customer's work. Each customer is contacted by i360Gov as an online publisher. Unlike traditional news organizations, which generally do not allow interviewees to review content before publication, we work to ensure the customer reviews their input. When a webinar is integrated with the custom media report, i360Gov is often able to recruit the personnel interviewed for special reports to participate as webinar speakers or panelists.



According to Roper Public Affairs, 80% of business decision makers prefer to get company information in a series of articles versus an advertisement. 70% say content marketing makes them feel closer to the sponsoring company, while 60% say that company content helps them make better product decisions.

Source: Content Marketing Institute

Current Initiatives and Best Practice Advice Integrated Custom Program

This is our most popular integrated program and includes multiple components designed to deliver a large number of high quality leads. The program includes a live, turnkey webinar along with a four page custom media special report, three months of heavy promotion and a minimum leads guarantee.

Webinar

The program launches with a live, turnkey webinar. These webinars are designed to be educational, providing our audience with the opportunity to learn from their peers in government. i360Gov recruits high level government speakers to participate as webinar panelists and discuss their recent initiatives while providing best practice advice to the audience. The sponsor may also have a subject matter expert participate as a panelist.


Special Report

i360Gov's four page custom media special report on the same topic is distributed to all webinar registrants and published across the i360Gov network of websites immediately following the live webinar. Our writers work with the sponsor to determine the direction of each report and provide input with regards to the specific case studies that will be featured. The sponsor has the opportunity to have your government customers interviewed for the report and also include quotes from sponsor subject matter experts if desired. These reports educate the audience on key topics of interest while positioning the sponsor as a thought leader.

Heavy Promotion

The special report and archived webinar are heavily promoted for a period of three months across the i360Gov network of websites and email newsletters. The sponsor is sent weekly lead reports that are generated via downloads of the report and on-demand webinar.

Please contact us for rates and topic availability.



**BUSINESS
TECHNOLOGY
NEWS
ANALYSIS**

i360Gov.com | SPECIAL REPORT | JULY 2013

In Government Continuity of Operations, Forewarned is Forearmed

Leveraging Virtualization, Cloud, Big Data, Social Media to Tackle COOP Challenges

Blame the wild weather, with everything from tornadoes to tropical storms. Perhaps it's the near constant news about recent or suspected terrorist attacks, especially the social media frenzy whenever local alerts arise, or the summer blockbuster movies heralding 'ever-popular' doomsday scenarios. Whatever the reason, the focus on disaster recovery and the need to intensify Continuity of Operations Planning (COOP) grows with each passing year.

Undoubtedly, federal overseers have mandated strong requirements for COOP and security for many years. Regulations dating back to 1999 include the COOP and Continuity of Government (COG) Federal Preparedness Circular 69; the 2001 Executive Order on Critical Infrastructure Protection in the Information Age; the Federal Information Security Act (FISMA) of 2002; the E-Government Act of 2002; and National Institute of Standards and Technology (NIST) Special Publication (SP) 800-34, Contingency Planning Guide for Information Technology Systems 2002. Federal regulatory drivers have helped insure government organizations at all levels move from paper-based to electronic COOP plans that feature interactive abilities to update and test emergency procedures on an ongoing basis.

In May, the Federal Emergency Management Agency (FEMA) launched three new National Planning Frameworks, to fulfill requirements of the 2009 Presidential Policy Directive (PPD)-8, which directed FEMA to work with interagency partners to publish Frameworks and plans to improve national preparedness. To learn more, visit: www.fema.gov/national-planning-frameworks.

Tasks Involved in Incident Management
(Based on Function)

Pre-Incident	Incident Management	During Incident
<ul style="list-style-type: none"> People Processes Technology Facility Systems 	<ul style="list-style-type: none"> Planning Risk Identification Risk Assessment Impact Analysis Dependency Mapping Criticality Chain Analysis Resource Planning Timeline Planning Plan Approval Periodic Review Compliance Testing Scalability Sustainability 	<ul style="list-style-type: none"> Decision Support Tool Executive Dashboard Emergency Operations Center Risk Management Data Mining (Dell Down) Impact Assessment Damage Control Resource Management Timeline Management Work Area Recovery & Alternate Sealing Integrated Communications Collaboration & Shared Workspaces Genit Charing Status Reporting Issue Logging & Lessons Learned

Source: Jim Byrnes, IRS Program Manager, Disaster Recovery and Technical Assessment

The new National Planning Frameworks include:

- The National Prevention Framework, which focuses solely on preventing acts of terrorism, specifically on U.S. soil;
- The National Mitigation Framework, which focuses on reducing the loss of life and property by lessening the effects of disasters, and focuses on resiliency; and
- The National Response Framework, which covers the capabilities needed to save lives, protect property and the environment, and meet basic human needs after an incident has occurred.

It's clear government executives fully understand they must strive to maintain continuity of operations. In an era of greater government scrutiny, oversight, transparency and calls for accountability, the vast majority of public sector institutions realize when it comes to COOP, this is no time to take unnecessary risks.

In a nutshell, COOP is used to help restore IT

1 i360Gov.com | SPECIAL REPORT | JULY 2013