

i360 Gov

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

2016 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



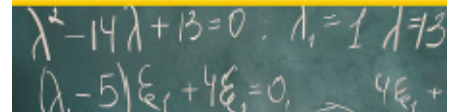
Covers energy policy, technology, and initiatives for all levels of government with specific focus on oil, electric power, natural gas, coal, nuclear, and petrol chemicals.

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

All 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

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 for your whitepaper or other asset via our network of websites and newsletters.

Please contact us for program rates and lead guarantee information.



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.

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 50,000+ 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

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Refining the Government's Roadmap for E-Discovery Compliance
Initiatives and best practices to streamline Information Management and meet E-Discovery requirements.
LISTEN TO THIS WEBINAR NOW!
Sponsored by **Guidance SOFTWARE**

i360 Gov | BUSINESS
TECHNOLOGY
NEWS
ANALYSIS

For Leaders
In Government

i360Gov Daily Download
Thursday, December 4th, 2014
Policy & Technology: News & Analysis.

Federal Policy & Business

Top-Performing Executives to Advise Policymakers on Improving Government Performance
Government Executive: Here's a thought: Maybe the people who have been awarded the highest honor given to senior federal executives might have some expertise to offer to policymakers, government officials and academic institutions.
[Read More](#) | Share: [t](#) [f](#) [in](#) [d](#)

VA has fired more than 500 employees since July
Federal Times: The Veterans Affairs Department has fired more than 500 employees since secretary Bob McDonald was confirmed on July 29, according to the agency.
The agency has fired more than 900 employees since the beginning of fiscal year 2013 and has proposed disciplinary action against 45 employees for manipulating data or for patient care issues.
[Read More](#) | Share: [t](#) [f](#) [in](#) [d](#)

House Approves Tax Deal That Would Retroactively Boost Mass Transit Benefits
Government Executive: The House on Wednesday approved a measure 378-46 that would retroactively provide federal employees and all American workers with a much larger mass transit benefit for 2014.
The benefit fell nearly in half in 2014, but the 11th hour agreement on a broader package of tax provisions would restore the subsidy to \$250 per month, just more than the 2013 level.
[Read More](#) | Share: [t](#) [f](#) [in](#) [d](#)

House on Brink of Spending Deal to Avoid Another Government Shutdown
The New York Times: WASHINGTON — House Republican leaders appeared ready to buck their Tea Party flank on Wednesday as they closed in on a spending deal to avert a government shutdown and prepared to call a vote next week.
If the plan by Speaker John A. Boehner and his leadership team prevails, it will be a significant victory for Republicans eager to avoid the kind of bitter and politically harmful fight that led to a 16-day shutdown last year.

IDENTITY FRAUD PREVENTION FOR GOVERNMENT AGENCIES
A webinar on the challenges government agencies face from Identity Fraud
LISTEN TO THIS WEBINAR NOW!
Sponsored by **LexisNexis**
Frank W. Abagnale
Identity Fraud Expert
Author, "Catch Me If You Can"

Webinars

- Smart Cities On the Horizon: Tools, Techniques, and Advice for Government Agencies
- A Roadmap for E-Discovery Compliance: Current Initiatives and Best Practice Advice
- Identity Fraud Prevention For Government Agencies
- Freeze the Footprint: Tips and Best Practice Advice for Facility Utilization, Space Management, and Compliance for Government Agencies
- Spreading Virtualization Across the Military: Current Initiatives and Best Practice Advice

Data Management in the Public Sector
Webinar Sponsor: **Symantec**
DOWNLOAD NOW!

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 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

Cloud Computing / Virtualization

- ◆ Private / Hybrid Cloud Strategies and Best Practices
- ◆ Mapping Cloud Services to Agency Requirements
- ◆ Cloud Planning, Migration and Security

Cybersecurity

- ◆ Threat Intelligence / Continuous Monitoring
- ◆ Web Strategies and Security
- ◆ Regulatory and Compliance
- ◆ Insider Threats
- ◆ Endpoint Security

Mobile / Unified Communications

- ◆ Mobile Management Optimization
- ◆ Bring your Own Device (BYOD)
- ◆ Secure Mobility
- ◆ Unified Communications

Open / Electronic Government

- ◆ Information Governance and Transparency
- ◆ Document Management, Archiving and eDiscovery
- ◆ Electronic Recordkeeping

Networking

- ◆ Network Optimization
- ◆ Software Defined Networking (SDN)
- ◆ Network Function Virtualization (NFV)
- ◆ Data Center Federation and Automation

Other Topics

- ◆ Big Data Analytics and Optimization
- ◆ Disaster Recovery and Resiliency
- ◆ Electronic Healthcare Records
- ◆ Storage Management
- ◆ Virtual Desktop Infrastructure
- ◆ Telework / Virtual Office
- ◆ Internet of Things

Quarterly Series

- ◆ Hybrid Cloud Migration
- ◆ Building Smarter Cities

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.

i360 Gov | BUSINESS TECHNOLOGY NEWS ANALYSIS | i360Gov.com | SPECIAL REPORT | APRIL 2015

'Deter and Detect, Disrupt and Protect'

How Agencies Can Reduce Insider Threat Risks

Insider threats rank among the most common, costly and damaging risks federal agencies face today. However, most government executives still don't fully understand how best to identify risks and protect their organizations against such threats.

In the wake of "mega" breaches at Target, JP Morgan, eBay, Home Depot, Neiman Marcus and others, it's clear the burden to reduce risks associated with security threats continues to rise. At the same time, feedback from former National Security Agency (NSA) insider Edward Snowden, the Army's Bradley (Chelsea) Manning and others, such as FDA chemist Cheng Yi Liang, are driving public and private enterprises to seek new ways to protect against insider threats.

The Ponemon Institute estimates there were more than 1,900 insider incidents reported in the last ten years. And in a February security breach survey, Ponemon reported that 69 percent of 600+ respondents who cited serious data leaks said their data security breaches were the result of either malicious employee activities or non-malicious employee error.

Meanwhile, more than a quarter (28%) of all cybercrime incidents involve malicious insiders, according to separate research from the 2014 U.S. State of Cybercrime Survey conducted by Software Engineering Institute's CERT Program at Carnegie Mellon University.

In recent months, news reports of bank insiders being "ignored for malicious activities" has also raised alert levels. European intelligence organization, Europol, uncovered a plot by Russian cyber-criminals to enlist local bank insiders to override and shut down internal alarms whenever large sums of money are transferred out of banks. So far, according to various news reports it's estimated as much as \$1 billion may have been stolen, and similar criminal plots continue to unfold.

Some insiders abuse their employer's trust by using sensitive information to reap illegal profit. That's how Cheng Yi Liang, a former Food and Drug Administration

INSIDER THREAT PROGRAM COMPONENTS

Deter & Detect

- Employee background checks
- Employee access control
- Employee monitoring
- Employee training
- Employee awareness
- Employee reporting

Tactics

- Social engineering
- Phishing
- Tailgating
- Shoulder surfing
- Dumpster diving
- Physical access

Tools

- Data loss prevention
- Data classification
- Data encryption
- Data backup
- Data recovery
- Data archiving

Procedures

- Incident response
- Business continuity
- Disaster recovery
- Crisis management
- Risk management
- Compliance

Techniques

- Penetration testing
- Vulnerability assessments
- Security audits
- Security reviews
- Security scans
- Security monitoring

Source: NIST

i360Gov.com | SPECIAL REPORT | APRIL 2015