

FederalDAILY.com

Today's federal workforce encompasses approximately 2.5 million civilian workers (including DOD civilians) and 1.9 million uniformed personnel (Source: U.S. Census Bureau online, March 2009, September 2009). Keeping that workforce informed on pertinent news and information that impacts their careers is critical.

Each workday, FederalDaily.com provides the active and retired federal workforce with daily news briefs that offer a quick look at top issues impacting the federal workplace. FederalDaily.com also provides users with access to the *Federal Employee News Digest* (a weekly paid publication) and the current *Federal Employees Almanac* (an annual paid publication), federal-related blogs, a resource catalog of news, reference and educational products, and directories containing financial and legal services.



HIGH-IMPACT ADVERTISING NOW AVAILABLE

Don't miss the dynamic opportunity to reach and engage thousands of active and retired federal workers each day. Your high-impact placement can spotlight special offers/new product offerings, reinforce brand preference/market leadership and generate leads to drive sales.

Large, loyal audience

Unique monthly visitors: 87,000
 Monthly page views: 298,000
 Source: Google Analytics, March 2011

AD POSITIONS	AD SPECIFICATIONS	PRICING*
Top Banner/Leaderboard (all pages, two positions at top and bottom)	728 x 90 banner, linking URL	\$22 net CPM
Big box (2 positions in center column of home page, right column of content pages)	336 x 280 banner, linking URL	\$37 net CPM
Wide Skyscraper** (home page only)	160 x 600 banner, linking URL	\$30 net CPM
Vertical Banner** (home page only)	120 x 240 banner, linking URL	\$15 net CPM
Ticker		\$40 net CPM
Dog-Ear		\$100 net CPM
Interstitial	640 x 480 with "close" button	\$100 net CPM
Section Sponsorship		Inquire
Job board Sponsorship		Inquire
3-Month 2012 Almanac Release Sponsorship		\$9,000

All creative is due 5 business days prior to campaign launch. Submit materials to Diana Schneider at dschneider@1105media.com or (818) 814-5379.

To schedule your high-impact campaign on FederalDaily.com contact your media consultant or Rachel Herwood at (571) 238-9296 or rherwood@1105govinfo.com.



*Credit card payments will be charged a 3% processing fee
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