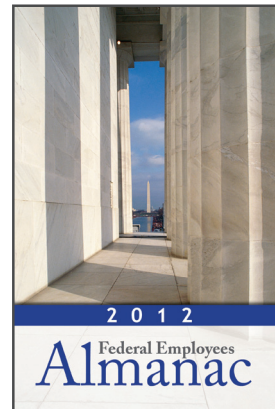


Today's federal workforce encompasses approximately 2.5 million civilian workers (including DOD civilians) and 1.9 million uniformed personnel (Source: U.S. Census Bureau online, March 2009, September 2009). Keeping that workforce informed on pertinent news and information that impacts their careers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

That's why they read and rely on the *Federal Employees Almanac*. Since 1953, the *Federal Employees Almanac* has been the leading compendium of career information for federal employees. Updated annually, this vital, year-long publication contains more than 550 pages of guidance on federal employee benefits, compensation, policies, procedures, perks and programs.

Serving active and retired rank-and-file federal civilian employees and postal workers, as well as active and retired military personnel, the *Federal Employees Almanac* is a comprehensive source for detailed information on:

- Pay
- Insurance
- Retirement
- Employment procedures and policies
- Leave and other benefits
- Thrift Savings Plan
- Divorce, legal separation and annulment
- Post-Retirement
- Downsizing policies
- Agency roles and responsibilities
- Taxes
- Travel, transportation and relocation
- Postal Service
- Resources/reference



HIGH IMPACT ADVERTISING NOW AVAILABLE

The 2012 *Federal Employees Almanac* provides advertisers with the distinct opportunity to reach and impact an audience of engaged federal employees all year long. With more than 50,000 units sold and distributed annually across civilian and defense agencies, advertisers can maximize marketing investments to reinforce market leadership/brand preference and drive sales. Don't miss your chance to capitalize on premium visibility in one of the federal market's most in-demand publications. Contact your media consultant to reserve your placement today.

AD CLOSE DEADLINE: DECEMBER 1, 2011

AD SIZE	RATE (Net) *	TRIM SIZE	LIVE AREA
4/C back cover	\$17,600	6" x 9"	5.5" x 8.5"
4/C inside front/back cover	\$15,400	6" x 9"	5.5" x 8.5"
4/C chapter divider	\$13,200	5.5" x 8.5"	5.5" x 8.5"
4/C Direct response card	\$11,000	5.5" x 8.5"	5.5" x 8.5"
B/W full page	\$7,700	5.5" x 8.5"	5.5" x 8.5"
B/W 3/4 page	\$6,050	5.5" x 6.375"	
B/W 1/2 page	\$3,960	5.5" x 4.25"	
B/W 1/4 page	\$1,980	5.5" x 2.125"	

Additional premium positions, inserts, outserts and custom cover options are available. Contact your media consultant for more information and pricing.

Printing

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your media consultant. Hi-res PDF format required.

Media Shipping

Lee Alexander, Senior Production Coordinator
1105 Media, Inc.
9201 Oakdale Ave, Ste. 101
Chatsworth, CA 91311
(818) 814-5275 | lalexander@1105media.com

To reserve your premium position in the 2012 Federal Employees Almanac, contact your media consultant or Rachel Herwood at (571) 238-9296 or rherwood@1105govinfo.com.



*Credit cards will be charged a 3% processing fee