

FederalSoup.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.

FederalSoup.com is a free online community of forums dedicated to serving the information needs of active and retired federal employees. FederalSoup.com provides users with a place to chat about news and current events. It also facilitates an environment for discussion and information exchange on the ins-and-outs of federal employee benefits, financial/retirement planning, career planning/development and more.

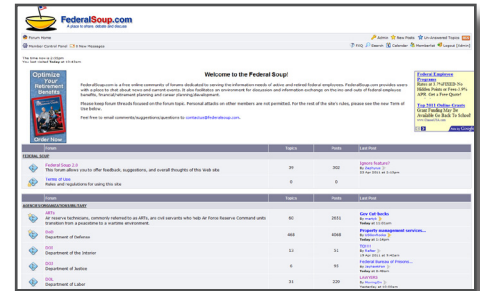
HIGH-IMPACT ADVERTISING NOW AVAILABLE

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.

You have the flexibility to sponsor run-of-site banners or you may target a specific forum to meet your marketing goals and objectives.

Sample FederalSoup.com Targeted Forums

- Federal Employees Financial and Retirement Planning
- Federal Career Planning and Development
- Postal Employees
- Military
- Inside the News
- Disability Retirement
- BRAC-Base Realignment and Closure
- Federal Employees: You be the Judge
- General Conversations
- Federal Employees Benefits Q&A



Large, loyal audience
Monthly page views 2,186,000
Unique monthly visitors: 196,000
Registered users 39,000

Source: Google Analytics, March 2011

AD POSITIONS	AD SPECIFICATIONS	PRICING*
Banner/Leaderboard ROS	728 x 90 banner, linking URL	\$6 net CPM
Big box (2 positions below the fold)	336 x 280 banner, linking URL	\$7 net CPM
Vertical Banner (one position above the fold, main forum pages only)	120 x 240 banner, linking URL	\$5 net CPM
Leaderboard/Big Box	Targeted Forum Topic	Inquire for details

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 FederalSoup.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