The smart use of technology in state and local government
Launched at the birth of the gov tech era, Government Technology’s audience is comprised of hundreds of thousands of public officials across states, cities, counties and special districts who manage and deploy technology to carry out the business of government.

Government Technology’s market leading information platform includes a robust website, national and regional events, an award-winning print magazine, market intelligence/research, custom content and special programs.

govtech.com
Who is Government Technology’s audience?

Chief Information Officers
Chief Technology Officers
IT Directors/Management
Agency Department/Management
Data Center Directors/Management
Procurement Executives
Program/Project Management
Network/Systems Administrators

90% of Government Technology’s audience are involved in the purchasing process at their organization.

Source: 2018 Harvey Readership Survey
Government Technology is:

**JOB CRITICAL**

77% of our audience says *Government Technology* helps them be more effective in their job.

**SOURCE FOR SOLUTIONS**

88% of our audience says *Government Technology* keeps them up-to-date with what other state and local governments are doing.

**ENGAGING**

76% of our audience have discussed *Government Technology*’s content with their peers.

**DRIVES RESULTS**

96% of our audience have taken action as a result of ads or product mentions in *Government Technology*.

Source: 2018 Harvey Readership Survey
State and Local Tech Spending is Increasing — Grow Your Market Share

<table>
<thead>
<tr>
<th>Year</th>
<th>State</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$46B</td>
<td>$51B</td>
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<tr>
<td>2016</td>
<td>$47.4B</td>
<td>$52.4B</td>
</tr>
<tr>
<td>2017</td>
<td>$48.1B</td>
<td>$53.2B</td>
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<tr>
<td>2018</td>
<td>$51.4B</td>
<td>$51.6B</td>
</tr>
<tr>
<td>2019</td>
<td>$54.5B</td>
<td>$53.1B</td>
</tr>
</tbody>
</table>

Source: Govtech Navigator
Build Your Brand

**Government Technology** magazine

With more than 75,000 subscribers and a 1.5 pass-along rate, position your message alongside award-winning editorial, covering information technology’s role in state and local governments.

Government Technology’s readers say it is their **number one source for state and local government news and analysis**, 8X more than Government Computer News, Route 50, StateScoop.

Source: 2018 Harvey Readership Survey
## 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY/FEBRUARY</th>
<th>FOCUS</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The GovTech 100, Five Years In — And the Debut of GovTech International</td>
<td>The Year 2020: Fact vs. Fiction — Where we thought we’d be vs. where we are.</td>
<td>1/18/19</td>
<td>1/21/19</td>
</tr>
<tr>
<td>MARCH</td>
<td>Future-Proof: How to Create an Organization That’s Ready for Anything</td>
<td>With: The Structure that Suits: Federated, consolidated or a little bit of both — and a peek at the C-Suite of the future.</td>
<td>1/20/20</td>
</tr>
<tr>
<td>JUNE</td>
<td>From Pilot to Scale in Forward-Leaning Communities</td>
<td>Smart models that work and those that do not: Dispatches from the field.</td>
<td>4/20/20</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>On Tech Ethics — A New Landscape and Management Challenge for CIOs</td>
<td>As AI, biometrics and surveillance technologies mature, are they being applied in the public interest?</td>
<td>5/18/20</td>
</tr>
<tr>
<td>OCTOBER/NOVEMBER</td>
<td>The Cyber Issue</td>
<td>How to manage today’s threats and those lurking around the corner.</td>
<td>8/24/20</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>A Year in Review</td>
<td>Meeting and beating expectations for a much-anticipated year.</td>
<td>10/19/20</td>
</tr>
</tbody>
</table>
2020 Net Print Rates

<table>
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<tr>
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<th>1X</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$8,500</td>
<td>$8,000</td>
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<td>$7,000</td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$6,000</td>
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<td>$5,000</td>
<td>$4,500</td>
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<tr>
<td>INSIDE FRONT</td>
<td>$10,500</td>
<td>$10,000</td>
<td>$9,500</td>
<td>$9,000</td>
</tr>
<tr>
<td>INSIDE BACK</td>
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<td>$9,500</td>
<td>$9,000</td>
<td>$8,500</td>
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<tr>
<td>BACK COVER</td>
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<td>$10,000</td>
<td>$9,500</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

All prices net. Agencies add 15%. Prices include 4C.

Send materials to:
Stephan Widmaier
Production Manager,
Government Technology
100 Blue Ravine Road
Folsom, CA 95682-4703
916.932.1456
production@erepublic.com

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4 MILLION
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visit govttech.com consistently

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- Topical Channel Sponsorships
- Client-Supplied Sponsored Articles
- Custom Microsites
- Client-Asset Hosting (CPL)
- Webinars

Sources: 100% BPA qualified, June 2018 and 2018 Harvey Readership Survey
Drive leads with sole-sponsored newsletters, delivering your message to hard-to-reach, targeted audiences.

100,000 Newsletter Subscribers
99% Engage with Government Technology’s newsletter content.

Sole-Sponsored Newsletters to Drive Leads
- GovTech Today / 49,000 subscribers / Daily
- GovTech Cybersecurity / 20,000 subscribers / Every other week
- Emergency Management / 33,000 subscribers / 2x per week
- FutureStructure / 15,000 subscribers / Weekly
- K-12 Education Technology / 12,000 subscribers / Weekly
- Higher Education Technology / 15,000 subscribers / Weekly

Source: 2018 Harvey Readership Survey
Connect With Your Prospects & Customers

**Government Technology events** set the standard for connecting companies with the state and local government leaders responsible for $107 billion in annual technology spending.

With on-the-ground presence in state capitals and major cities throughout the country, Government Technology’s events are unmatched in bringing companies face-to-face with the influencers and buyers in state and local government.

govtech.com/events
Future-Proofing Government Networks Today for a Smarter Tomorrow

A choice of network technologies can serve multiple community priorities.

How to Build Stronger IT Security through Automation

Code playbooks automate security configuration and update processes for consistency, efficiency and timeliness.

Growing threats and evolving citizen expectations are prompting governments to double down on managing and protecting data.

Putting Privacy First

As IT services increasingly span data centers and public clouds, CIOs and CISOs need to evaluate four key steps to modernize their security strategies.

Great Content Marketing = Powerful Sales Results

Our seasoned team of researchers, editors and designers are pros at developing content that resonates with government buyers. Through our powerful distribution network, we deliver your message to a precisely targeted audience across a variety of print, web, event and social media platforms.

CUSTOM CONTENT SOLUTIONS:

- Issue Briefs
- White Papers
- Infographics
- Handbooks
- Case Studies

- Executive Q&As
- Webinars
- Custom Websites
- Custom Roundtables
- Custom Roadshows

Source: 2018 Harvey Readership Survey
The Center for Digital Government is a national research and advisory institute on information technology policy and best practices in state and local government.

Teri Takai
former CIO, U.S. DoD
and Executive Director,
Center for Digital Government

Phil Bertolini
former CIO of Michigan,
and Co-Director,
Center for Digital Government

✓ Market Research
✓ Strategy Papers and Guides
✓ Surveys and Award Programs
✓ Senior Fellows and Advisors
Digital Communities

Large City/County CIO Program

Elevate your thought leadership, share innovative expertise and build meaningful relationships with local government’s IT leaders.

Annual program with priority focus on CIOs & IT leaders in:

- **LARGEST CITIES**
  394,000+ population

- **LARGEST COUNTIES**
  842,000+ population

**EVENTS**
- Large City/County CIO Summit
- Digital Counties Awards
- Digital Cities Awards
- Government Experience Awards

**CUSTOM CONTENT**
- 2-page Case Study or Issue Brief
- Hosted online for downloads
- Runs as spread in Government Technology magazine

**MARKET INTEL**
- 20 Jurisdictional Profiles

**BRANDING**
- Logo on program materials
- 2 drops of Digital Communities eNews
- Banners on digitalcommunities.com
Put the most powerful sales intelligence tool in gov and ed tech on your team.

Find and close more deals, faster

Spot opportunities before they go to bid

Pinpoint and contact thousands of government IT buyers

Stay ahead of what jurisdictions plan to purchase

Profiles for agency budgets, buying patterns and IT decision makers
Strategy and leadership to advance education through the smart use of technology.

K-12 Audience
- CIOs/CTOs
- Technology directors/management
- Instructional technology directors
- Superintendents/assistant superintendents
- CAOs/curriculum directors
- School board presidents/members
- CFOs/budget directors

Higher Education Audience
- CIOs/IT directors
- Technology directors/management
- Chancellors/presidents/vice presidents
- Provosts/deans
- CFOs/budget officers
- Vice presidents of research
- Distinguished faculty

"Your content is so valuable to all of us in the field who constantly find ourselves trying to make sense of the emerging technologies and trends."

Associate Vice Chancellor for Academic Affairs for Online Learning

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govtech.com/education
MEDIA & EVENTS

Governing
The Future of States and Localities

Government Technology
The smart use of technology in state and local government

Techwire
Real-time access to California state and local IT news, opportunities and insight

RESEARCH

Center for Digital Government
A national research and advisory institute focused on technology policy and best practices in state and local government

Center for Digital Education
A national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding