

# 2014 BANNER ADVERTISING

# FEDmanager.com

The free weekly e-report for federal executives, managers, and HR representatives.



## WHAT IS FEDMANAGER?

- Free to subscribers. Sent via email on Tuesday afternoons. All articles within the e-report post on FEDmanager's site ([www.fedmanager.com](http://www.fedmanager.com)).
- Online since 1998, and is proud to be known as the first, the original, electronic report to serve the federal manager and executive community.
- Reports on news and legislation relevant to the federal workforce, information on pay and benefits, and case law updates. Partner articles cover retirement and money matters, career advice, and more.
- We have a blog ([www.fedmanager.com/blog](http://www.fedmanager.com/blog)), are on Twitter ([www.twitter.com/fedmanager](http://www.twitter.com/fedmanager)), and Facebook ([www.facebook.com/fedmanager](http://www.facebook.com/fedmanager)).
- FEDmanager is able to be a free resource to the federal workforce because of the support of advertisers and sponsored content providers.

## WHO READS FEDMANAGER?

- FEDmanager gives you access to **48,500 subscribers** in the federal workforce. Our e-report publishes each week to all of our subscribers.
- According to our 2014 survey, **28% of our readership are GS-13, 18% are GS-14, 16% are GS-15, and 3% are SES.** The majority of our readers work in general administration, HR/human capital, procurement, homeland security, legal/EEO, and program management.
- **Over 55% identified themselves as having acquisition responsibilities.**
- **Over half** of our readership stated that they **forward FEDmanager to a colleague.**

# 2014 BANNER ADVERTISING

## FEDmanager.com

### WHAT TYPES OF BANNER ADVERTISING ARE OFFERED?

#### BANNER AD PACKAGES

| Package          | Banner ad on Website | Banner ad in email e-report | Side Ad on Website | Results of Campaign by Request | Pricing  |
|------------------|----------------------|-----------------------------|--------------------|--------------------------------|--|
| Diamond Package  | Yes                  | Yes                         | Yes                | Yes                            | Weekly : \$1,000<br>Monthly : \$2,000<br>Annual : \$19,200 (20% discount off monthly rate) |
| Platinum Package | Yes                  | Yes                         | No                 | Yes                            | Weekly : \$800<br>Monthly : \$1,600<br>Annual : \$15,360 (20% discount off monthly rate)   |
| Gold Package     | No                   | Yes                         | Yes                | Yes                            | Weekly : \$700<br>Monthly : \$1,400<br>Annual : \$13,440 (20% discount off monthly rate)   |
| Silver Package   | Yes                  | No                          | No                 | Yes                            | Weekly : \$500<br>Monthly : \$1,000<br>Annual : \$9,600 (20% discount off monthly rate)    |
| Bronze Package   | No                   | Yes                         | No                 | Yes                            | Weekly : \$500<br>Monthly : \$1,000<br>Annual : \$9,600 (20% discount off monthly rate)    |
| Basic Package    | No                   | No                          | Yes                | Yes                            | Weekly : \$250<br>Monthly : \$500<br>Annual : \$6,000                                      |

#### SPECIAL TEXT OVERLAY ON WEBSITE ADS

As part of a 2014 website redesign, we now offer more interactive ads that have a text overlay when you mouse over them. We only offer this for banner ads on the website. You can see interactive examples on [www.fedmanager.com](http://www.fedmanager.com).