

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).
- 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), are on Twitter (www.twitter.com/fedmanager), and Facebook (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.**

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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 Monthly : \$2,000 Annual : \$19,200 (20% discount off monthly rate)
Platinum Package	Yes	Yes	No	Yes	Weekly : \$800 Monthly : \$1,600 Annual : \$15,360 (20% discount off monthly rate)
Gold Package	No	Yes	Yes	Yes	Weekly : \$700 Monthly : \$1,400 Annual : \$13,440 (20% discount off monthly rate)
Silver Package	Yes	No	No	Yes	Weekly : \$500 Monthly : \$1,000 Annual : \$9,600 (20% discount off monthly rate)
Bronze Package	No	Yes	No	Yes	Weekly : \$500 Monthly : \$1,000 Annual : \$9,600 (20% discount off monthly rate)
Basic Package	No	No	Yes	Yes	Weekly : \$250 Monthly : \$500 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.