

# 2014 OPEN SEASON AD SHEET

## 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.**

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## WHAT OPEN SEASON ADVERTISING PACKAGES ARE OFFERED?

All packages run for a duration of 2 weeks.

Package	15 minute FEDtalk Radio Show Slot	Original Article or Article Sponsorship (website and e-report)	Large Banner Ad (website and e-report)	Side Ad (website only)	Social Media Promotion	Results of Campaign by Request	Price
Diamond Package *	Yes	Yes	Yes	No	Yes	Yes	\$5,000
Platinum Package	No	Yes	Yes	No	Yes	Yes	\$4,000
Gold Package	No	No	Yes	Yes	Yes	Yes	\$3,000

\* Please note that there are a limited number of slots for the Diamond Package, which includes radio air time.

## OPEN SEASON SPECIAL: WHAT IS A FEDTALK RADIO SHOW SLOT?

- FEDtalk is a radio show for feds on Federal News Radio. For open season we offer air time as an additional bonus.
- FEDtalk airs every other Friday from 11 AM - 12 PM ET.
- For recorded FEDtalk shows, please go to:  
<http://www.shawbransford.com/media-page/radio/recorded-shows>.

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