

1 INTEGRATED MEDIA SOLUTION SMART MARKETING PARTNER

MEDIA KIT 2006

Federal Computer Week

PRINT | ONLINE | EVENTS | CUSTOM MEDIA | RESEARCH

SMART GOVERNMENT STARTS HERE

1 INTEGRATED MEDIA SOLUTION SMART MARKETING PARTNER

Federal Computer Week is the leading media brand for the government information technology market. Our print, online, event, custom media and research products uniquely integrate coverage of government, business and technology issues to help government IT decision-makers achieve results and meet agency missions. Federal Computer Week's integrated media platform serves the information needs of members of the entire government IT buying team—agency executives, program managers, IT managers and systems integrators—across all segments of federal, state and local government. That makes Federal Computer Week the smartest marketing partner for today's government technology marketers.

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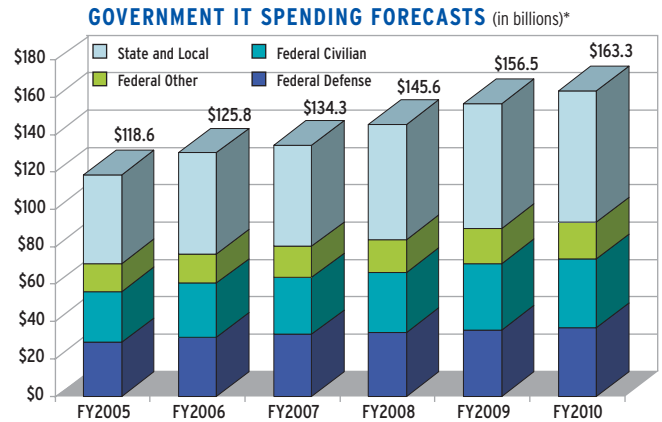
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FEDERAL COMPUTER WEEK

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ONE RAPIDLY GROWING, DYNAMIC MARKETPLACE

Government will spend more than \$125 billion on IT products and services in fiscal 2006. In fact, total government IT spending is forecast to grow to more than \$163 billion by fiscal 2010, representing an average annual growth rate of 6.75% over the five-year period.*



GOVERNMENT + BUSINESS + TECHNOLOGY = SMART GOVERNMENT

This focus on technology-driven initiatives has created enormous opportunities for technology vendors who understand the unique environment in which today's government IT decision-makers operate. Building smart government requires a new approach to making technology decisions and places IT decision-makers at the intersection of government, business and technology:

GOVERNMENT

Government IT buyers must stay informed of policy decisions, rules and regulations that impact how they deploy technology and execute projects. The President's Management Agenda plays a critical role in shaping the way government IT managers buy and manage technology. In addition, buyers must carefully track and weigh issues such as procurement reform, privacy, performance-based contracting and records management to make purchasing decisions that deliver results.

BUSINESS

After years of insisting that government should operate like a business, agencies are now increasingly adopting best practices to ensure accountability and return-on-investment. Buyers must factor in workforce management, competitive sourcing, financial performance, e-government, budget/performance integration, pay-for-performance and enterprise architecture issues when making purchasing decisions. They must also evaluate investments being made in the market to ensure effective small business and systems integrator partnerships.

TECHNOLOGY

Technology plays an essential role in enabling agencies to carry out their missions. Government must deploy technology in an intelligent way that solves business problems. To accomplish this successfully, buyers must stay on top of the latest solutions and product developments across a broad range of topics from enterprise architecture and wireless technologies, to open-source software and enterprise resource planning.

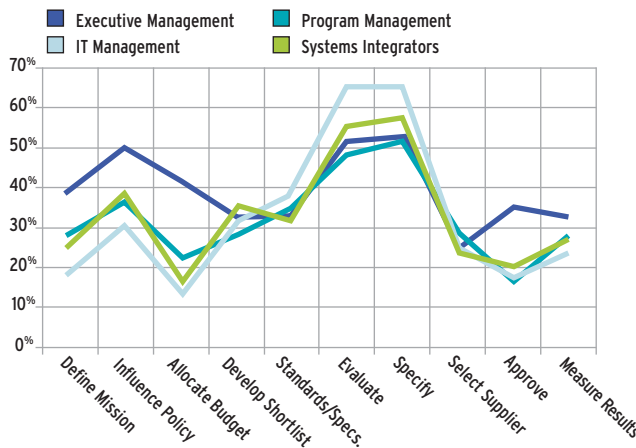
GOVERNMENT IT DECISION-MAKERS must address and understand all three sets of issues to buy, manage and use technology in a way that delivers results and meets agency missions. Federal Computer Week's print, online, event, custom media and research products uniquely integrate coverage of government, business and technology issues to provide government IT decision-makers with the news and information they need to implement technology-driven initiatives that make government more efficient, collaborative and citizen-centric – in short, providing them with the tools they need to build smart government.

ONE COLLABORATIVE, YEAR-LONG BUYING CYCLE

Government IT investments need to deliver results, solve business problems and meet government, business and technology requirements. Now more than ever, the government IT buying process is a collaborative year-long cycle that integrally involves **agency executives, program managers, IT managers** and **systems integrators** during each decision-making stage.

PURCHASING COLLABORATION*

(percent of respondents involved in each step of the procurement process)



COLLABORATION AMONG DECISION-MAKERS

Technology-driven government initiatives require collaboration among agencies and different segments of government. State and local governments often rely on federal programs for funding. The increased focus on security and interagency collaboration requires shared infrastructures. All segments of government must comply with specific standards and regulations. The result is a more cohesive, dynamic market featuring a broader set of buying influencers with whom vendors need to communicate.

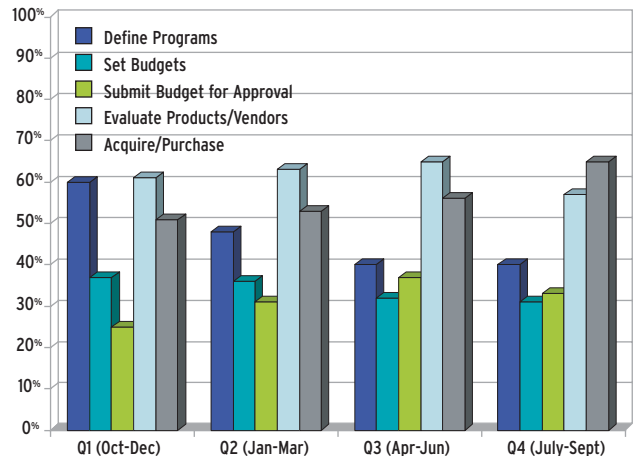
HOW THE COLLABORATIVE, YEAR-LONG CYCLE IMPACTS GOVERNMENT IT MARKETERS

To succeed in the growing, dynamic and increasingly competitive government IT market, technology vendors must offer more than just great products and services.

- They must demonstrate how you can uniquely help government IT decision-makers deliver results, solve business problems and meet agency missions.
- They must impact all members of the government IT buying team—agency executives, program managers, IT managers and systems integrators—across all segments of federal, state and local government.
- Most importantly, they must ensure that your products and services remain spotlighted **all year long** while decision-makers are making purchasing decisions.

TECHNOLOGY BUYING OCCURS ALL YEAR LONG*

(percent of respondents typically engaged in each buying activity during the quarter)



* Source: Federal Computer Week's 2005 Government IT Buying Study (totals exceed 100% due to multiple responses.)

ONE INTEGRATED MEDIA PLATFORM, ONE SMART MARKETING PARTNER

Federal Computer Week offers the smartest media solution for reaching the agency executives, program managers, IT managers and systems integrators responsible for today's technology-driven government initiatives. Federal Computer Week reaches all members of the government IT decision-making team, across all segments of federal, state and local government. This means government IT marketers can reach all the decision-makers, all the time.

ONE SMART INFORMATION PROVIDER

Government IT decision-makers need to keep up with rapidly evolving government, business and technology issues. They need an innovative information partner with integrated coverage of these issues to help them deliver programs that achieve results and meet agency missions. That's why they rely on Federal Computer Week.

Federal Computer Week's market-leading print, online, event, custom media and research products satisfy the information needs of government IT decision-makers and provide them with news, analysis and information on how to buy, build and manage technology in government.

ONE INTEGRATED MEDIA PLATFORM

Federal Computer Week is committed to producing the most valuable information resources across all media platforms to help government IT decision-makers with purchasing decisions throughout the entire buying cycle. This enables government IT marketers to deliver an integrated message to all members of the decision-making team, all year long.

PRINT

Federal Computer Week
Special reports and supplements
Buyers' Guides

ONLINE

FCW.com
Topical e-newsletters
FCW.com Hot Topics
Government IT Resource Center
Webinars
Lead generation programs

EVENTS

Executive events
E-Gov Institute conferences
itsGov Technology Showcase
Solution seminars

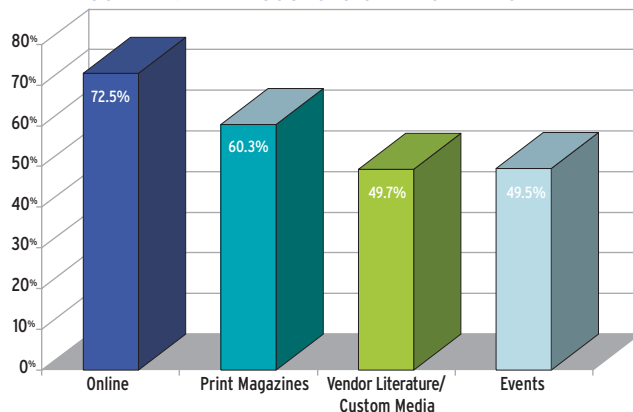
CUSTOM MEDIA

Single- and multi-sponsor inserts
Magazines and catalogs
Template-based print series
Events and seminars
Agency contract guides
E-products and microsites

RESEARCH

Data analysis
Surveys
Technology user guides

GOVERNMENT IT SOURCES OF INFORMATION*



THE SMARTEST GOVERNMENT IT MARKETING PARTNER

Federal Computer Week's extensive array of integrated media offerings allow marketers to reach all members of the government IT buying team, all the time. In print, online or face-to-face, Federal Computer Week provides the best vehicles for delivering your strategic marketing messages with impact. That makes Federal Computer Week the smartest marketing partner for today's government technology marketers.

* Source: Federal Computer Week's 2005 Government IT Buying Study (totals exceed 100% due to multiple responses.)

FEDERAL COMPUTER WEEK'S SMART MARKETING METHODOLOGY

Federal Computer Week recognizes that technology vendors each bring to market a unique product, service and/or solution that can help government IT decision-makers cost-effectively achieve their agency missions. We also understand the importance of crafting a cost-effective, integrated marketing program to spotlight those products, services and solutions to government IT decision-makers while they are making purchasing decisions all year long.

THE SMART METHODOLOGY

Federal Computer Week's highly trained media consultants work with technology vendors as a partner and employ a consultative, closed-loop approach to developing a tailored **Smart Integrated Media System (SIMS)** for each of our clients.

Our five-step methodology and approach to integrating media is unique to the market:



S
M
A
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T

Study vendor needs, goals, objectives and challenges.

Map proprietary and partner market intelligence and data to provide insight into the client's target customers and prospects.

Architect a customized SIMS, specifically designed to meet clients' market goals and objectives, across Federal Computer Week's market-leading print, online, event, custom media and research products.

Refine and optimize the client's SIMS based on changing needs and opportunities over the course of the year.

Track year-round SIMS effectiveness through Media Investment Dashboards, benchmarking, branding studies and other ROI metrics.

Federal Computer Week's SMART Marketing Methodology, combined with the customization and flexibility of a client's unique SIMS, delivers the smartest marketing solution for today's government IT marketers.

ONE COMPREHENSIVE PRINT MAGAZINE

SMART GOVERNMENT STARTS HERE

Government agencies will invest more than \$125 billion on information technology products and services in fiscal 2006.* They are using technology to build smart government, foster collaboration among federal, state and local agencies and deliver information and services to the public.

Smart government requires government IT decision-makers to understand the business of government. They must adhere to policies and regulations. They must stay informed about emerging technology trends. They must develop relationships with vendors and systems integrators who serve as their business partners. And, they need to learn about the latest approaches and best practices for managing complex programs.

Federal Computer Week

THE BUSINESS VALUE OF TECHNOLOGY IN GOVERNMENT

That's why government IT decision-makers read and rely on Federal Computer Week. In print, online and at a series of conferences and events, Federal Computer Week provides integrated coverage of government, business and technology issues to help them achieve results and meet agency missions.

Federal Computer Week is the only government IT publication that employs this unique, integrated approach to delivering the most critical government IT news and information. Each issue covers the most critical issues impacting today's government IT decision-makers, giving them an essential guide to agency missions, technology-driven solutions and delivering measurable results.

FREQUENCY	42 issues per year
SPECIAL REPORTS	27 per year
EDITORIAL MISSION	Federal Computer Week provides integrated coverage of government, business and technology issues to help government IT decision-makers achieve results and meet agency missions.



MAGAZINE SECTIONS

Federal Computer Week provides the most comprehensive, integrated coverage of government, business and technology issues in every issue. This enables government IT marketers to tailor a unique marketing message to government IT decision-makers 42 times a year!

FCW.COM DOWNLOAD, which leads off the magazine, provides a one-page recap of the week's news from our Web site.

NEWS analyzes the two or three most important stories of the week. It also includes **Intercepts**, which provides the latest buzz from the defense community.

FEATURES showcases in-depth articles, technology briefings and special reports. The section typically includes articles listed on the editorial calendar, including the quarterly Homeland Security special report.

COMMENT is Federal Computer Week's opinion editorial section, featuring regular and guest columnists who provide informed perspectives on the top issues in the market.

MANAGEMENT informs subscribers about the latest ideas on how to manage organizations, the workforce and technology programs.

TECHNOLOGY covers technology trends, product news and reviews and provides case studies of how agencies are putting technology to work.

BUSINESS helps subscribers understand how events in the federal market could affect how they buy IT products and services. The section also includes **Government Integrator**, a regular feature focused on the systems integration community.

POLICY tracks the emergence and evolution of rules, guidelines and laws affecting how agencies buy, manage and use technology.

FLIPSIDE ends the magazine with a slightly askew look at the federal IT community, featuring notable soundbytes, cool technology and revealing statistics.



NEW IN 2006!

SPOTLIGHT is a new bi-monthly section that provides in-depth information on the most critical issues and applications impacting the DOD and state/local government communities.

AWARD-WINNING EDITORIAL: THE BEST GOVERNMENT COVERAGE

Federal Computer Week's expert editorial content has won industry recognition and awards throughout its 19-year history. Prestigious recent accolades include:

JUNE 2005 Honored as one of ten finalists for Magazine of the Year by the American Society of Business Publication Editors (ASBPE)

MAY 2005 Honored as one of BtoB magazine's Media Power 50

MARCH 2005 Ranked No. 26 among top 100 trade publications and profiled as one of five magazines that are thriving in BtoB magazine

JUNE 2004 Three national and six regional ASBPE awards, including gold and silver national awards for Best Government Coverage

MARCH 2004 Maggie award for Best News Story/Trade

JUNE 2003 Three national and seven regional ASBPE awards, including a gold national award for Best News Section

JUNE 2002, 2001 AND 2000 Gold ASBPE national award for Best Government Coverage

SPECIAL EDITORIAL AND CUSTOM CONTRACT GUIDES

In addition to the 42 scheduled issues in 2006, Federal Computer Week also offers an editorial calendar full of supplementary, targeted marketing opportunities that present ideal forums for showcasing products and services to government IT decision-makers and reinforcing a position of market leadership.

“SMART SERIES” OF SPECIAL EDITIONS

Four times a year, Federal Computer Week devotes an entire issue to a comprehensive overview of the people, policies, technologies and management issues shaping today's government IT market.

- FCW Watch List (Jan. 9)
- Federal 100 (Mar. 20)
- Federal List (Sep. 4)
- FCW Power Players (Oct. 30) **New in 2006!**



SPECIAL EDITORIAL SERIES

Federal Computer Week produces three in-depth, three-week reports that provide detailed analysis and coverage in targeted technology solution areas.

- Smart Shoppers (Mar. 6 desktop computing, Apr. 17 peripherals, Aug. 7 wireless and mobility)
- Storage (May 15, May 22, May 29)
- Security (Sep. 25, Oct. 2, Oct. 9)



SPECIAL REPORTS

Federal Computer Week's special reports closely examine the most critical and emerging items of interest to government IT decision-makers.

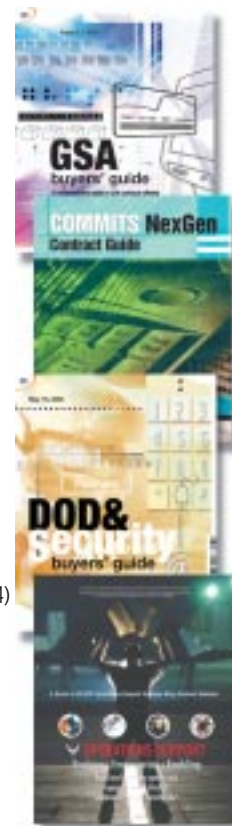
- CXO Lessons Learned (Mar. 13, Apr. 24, May 22, Jul. 10, Sep. 11, Nov. 20) **New in 2006!**
- Homeland Security (Apr. 3, Jun. 12, Aug. 28, Nov. 13)
- Year in Review: 2006 (Dec. 18)



BUYERS' GUIDES, AGENCY CONTRACT GUIDES AND CUSTOM UPDATES

Federal Computer Week publishes a comprehensive series of buyers' guides, agency contract guides and topical custom updates that serve as year-long references for government IT decision-makers while they are making purchasing decisions.

- Army PEO-EIS Catalog (Jan. 23)
- Tech Watch: Networking Services (Mar. 6)
- Army PEO-EIS Guidebook and Industry Day Program (Mar. 13)
- Tech Watch: Business Process Management (Apr. 3)
- COMMITS NexGen Contract Guide (Apr. 17)
- GWAC Buyers' Guide (May 15)
- Tech Watch: Teleworking (May 8)
- DOD and Security Buyers' Guide (Jun. 19)
- Tech Watch: E-Authentication (Jun. 26)
- GSA Buyers' Guide (Jul. 24)
- Tech Watch: Storage (Aug. 14)
- DHS EAGLE/First Source Contract Guide (Aug. 28)
- Air Force 554th ELSW Contract Guide (Aug. 14)
- GSA Network Contract Guide (Sep. 11)
- Army ITES-2 Contract Guide (Oct. 16)
- HSPD-12 Resource Guide (Nov. 13)
- Tech Watch: Asset Management (Nov. 20)
- 2006 THINK Resource Guide (Dec. 18)



MARKET INSIGHT AND VALUE-ADD PROGRAMS

INVESTING IN THE SUCCESS OF OUR CLIENTS

Providing the smartest and most cost-effective media solutions for reaching and impacting government IT decision-makers requires continual research and investment. That's why Federal Computer Week is committed to providing in-depth benchmarking, branding and market intelligence data each year for our clients. This market insight and investment is one of the many areas that differentiates Federal Computer Week from other government IT publications and enables Federal Computer Week to be the smartest media partner for government IT marketers.

HARVEY AD MEASUREMENT STUDIES (Jan. 23, Apr. 10, Jun. 5, Aug. 14, Nov. 20)



Five times a year, Federal Computer Week partners with Harvey Research to provide advertisers with in-depth reports that offer practical, action-oriented measurements of marketing impact. Each study combines verbatim testimony with quantitative scores to help advertisers verify communications strategies, substantiate a need for change and/or establish a benchmark to help track marketing effectiveness.

GOVERNMENT IT BUYING STUDY (August)

Federal Computer Week's annual Government IT Buying Study provides comprehensive insight into government plans to buy, use and manage technology products and services. Profiling detailed buying intentions across seven technology categories, the data offers an in-depth look at:

- Technologies installed and planned for purchase in the next 12 months
- Technology priorities
- Buying criteria
- Technology decision-making process
- Timing of technology buying
- Information needs
- Profile of respondents' job experience

EDITORIAL READERSHIP STUDY (July)

The pulse of government IT decision-makers is taken with our annual Editorial Readership Study. By measuring what issues are most critical and relevant, as well as how effectively we are providing coverage of vital issues, this study provides invaluable insight into how effectively Federal Computer Week and FCW.com meet the news and information needs of subscribers.

VALUE-ADD PROGRAMS (year-round)

Federal Computer Week offers a wide selection of custom marketing opportunities to help clients extend reach, increase visibility and build relationships with government IT customers and prospects. These unique programs are tailored to meet specific goals and objectives, and include:

- Roundtables and seminars
- Ad creative testing
- Focus groups and in-depth interviews
- Custom polls and studies
- Lead generation programs

For more information on Federal Computer Week's market insight and value-add programs, contact your media consultant.

2006 EDITORIAL CALENDAR



ISSUE DATE	TECHNOLOGY BRIEFINGS AND SPOTLIGHTS	SPECIAL ISSUES AND REPORTS	EDITORIAL SUPPLEMENTS AND CUSTOM CONTRACT GUIDES	BONUS DISTRIBUTION	ADVERTISING DEADLINE	MATERIALS DUE
9-Jan		Watchlist 2006 theme issue		West 2006	27-Dec	28-Dec
23-Jan	Wimax, Spotlight: State and Local		Army PEO-EIS Catalog (ad close: 12/22, materials due: 12/27)	Network Centric Warfare	11-Jan	12-Jan
13-Feb	Quick start: Thin clients, Spotlight: DOD				1-Feb	2-Feb
27-Feb	Next Gen wireless LANs			Wireless/RFID	15-Feb	16-Feb
6-Mar		Smart Shoppers: Desktop computing	Tech Watch: Networking Services (ad close: 2/6, materials due: 2/9)	FOSE	22-Feb	23-Feb
13-Mar	Smart cards, Spotlight: State and Local	CXO Lessons Learned	Army PEO-EIS 2006 Guide & Industry Day Program (ad close: 2/6, materials due: 2/8)	IPIC, Army PEO-EIS Industry Day	1-Mar	2-Mar
20-Mar		Federal 100 theme issue		Federal 100 Awards	8-Mar	9-Mar
27-Mar	Small office storage, Spotlight: DOD			HPCC	15-Mar	16-Mar
3-Apr		Homeland Security	Tech Watch: Business Process Management (ad close: 3/6, materials due: 3/8)		22-Mar	23-Mar
10-Apr	Search strategies, Spotlight: DOD				29-Mar	30-Mar
17-Apr		Smart Shopper: Peripherals	Department of Commerce COMMITS NexGen Contract Guide (ad close: 3/17, materials due: 3/20)	Knowledge Management	5-Apr	6-Apr
24-Apr	Quick Start: Anti-spam, Spotlight: State and Local	CXO Lessons Learned		IRMCO, GOVSEC	12-Apr	13-Apr
1-May	Business process management, Spotlight: DOD			SSTC	19-Apr	20-Apr
8-May	Application-based networking		Tech Watch: Teleworking (ad close: 4/10, materials due: 4/12)		26-Apr	27-Apr
15-May		Storage Series (1)	GWAC Buyers' Guide (ad close: 4/17, materials due: 4/19)	GSA Expo	3-May	4-May
22-May		Storage Series (2), CXO Lessons Learned		Spring Government CIO Summit	10-May	11-May
29-May	Mobile computing, Spotlight: State and Local	Storage Series (3)		NASCIO Midyear Conference	17-May	18-May
5-Jun	Business continuity planning, Spotlight: DOD			Management of Change	24-May	25-May
12-Jun		Homeland Security		Government Health IT	1-Jun	2-Jun
19-Jun	IP networking		DOD and Security Buyers' Guide (ad close: 5/19, materials due: 5/22)	AFCEA TechNet International	7-Jun	8-Jun
26-Jun	Quick Start: Wireless security, Spotlight: State and Local		Tech Watch: E-Authentication (ad close: 5/30, materials due: 6/1)		14-Jun	15-Jun



ISSUE DATE	TECHNOLOGY BRIEFINGS AND SPOTLIGHTS	SPECIAL ISSUES AND REPORTS	EDITORIAL SUPPLEMENTS AND CUSTOM CONTRACT GUIDES	BONUS DISTRIBUTION	ADVERTISING DEADLINE	MATERIALS DUE
10-Jul		CXO Lessons Learned			28-Jun	29-Jun
17-Jul	Open Source, Spotlight: DOD				5-Jul	6-Jul
24-Jul	Web filters, Spotlight: State and Local		GSA Buyers' Guide (ad close: 6/30, materials due: 7/3)	itsGov, Government Solutions Center and Awards	12-Jul	11-Jul
31-Jul	Content management				19-Jul	20-Jul
7-Aug	Enterprise rights management	Smart Shoppers: Mobile and wireless			26-Jul	27-Jul
14-Aug	Bandwidth optimization, Spotlight: State and Local		Tech Watch: Storage (ad close: 7/14, materials due: 7/18) and Air Force 554th ELSW Contract Guide (ad close: 8/1, materials due: 8/3)	AFITC	2-Aug	3-Aug
21-Aug	Quick Start: Wide Area File Services, Spotlight: DOD				9-Aug	10-Aug
28-Aug		Homeland Security	DHS EAGLE/FirstSource Contract Guide (ad close: 8/1, materials due: 8/3)		16-Aug	17-Aug
4-Sep		Federal List theme issue			23-Aug	24-Aug
11-Sep	SOA strategies, Spotlight: State and Local	CXO Lessons Learned: Enterprise Architecture	GSA Networx (ad close: 8/7, materials due: 8/9)	Enterprise Architecture	31-Aug	1-Sep
18-Sep	Collaboration, Spotlight: DOD				6-Sep	7-Sep
25-Sep	Quick Start: Portable computers	Security Series (1)			13-Sep	14-Sep
2-Oct	Storage networking, Spotlight: DOD	Security Series (2)			20-Sep	21-Sep
9-Oct	VOIP	Security Series (3), Rising Stars		Program Management Summit, Rising Stars Awards Program and Banquet	27-Sep	28-Sep
16-Oct	E-mail management, Spotlight: State and Local		Army ITES-2 Custom Contract Guide (ad close: 9/18, materials due: 9/20)	NASCIO Annual Conference, MILCOM	4-Oct	5-Oct
30-Oct		FCW Power Players		IAC ELC	18-Oct	19-Oct
6-Nov	Threat management, Spotlight: DOD			Fall Government CIO Summit, AFCEA TechNet Asia-Pacific	25-Oct	26-Oct
13-Nov	Spotlight: State and Local	Homeland Security	HSPD-12 Resource Guide (ad close: 10/3, materials due: 10/5)	Security	1-Nov	2-Nov
20-Nov	Storage security	CXO Lessons Learned	Tech Watch: Asset Management (ad close: 10/13, materials due: 10/17)		8-Nov	9-Nov
4-Dec	Consolidation strategies				21-Nov	22-Nov
18-Dec	Quick Start: Security Gateway Appliances	Year in Review: 2006	2006 THINK Resource Guide (ad close: 11/17, materials due: 11/21)		6-Dec	7-Dec

THE LARGEST REACH TO GOVERNMENT IT DECISION-MAKERS

Subscriber demand for Federal Computer Week has created the largest circulation in the government IT market. Each issue now reaches 102,467 subscribers with significant buying authority. In fact, Federal Computer Week has the most buyers and highest composition of buyers in the government IT market.*

UNPARALLELED PURCHASING STRENGTH

Federal Computer Week subscribers are the agency executives, program managers, IT managers and systems integrators who are responsible for today's technology-driven government IT programs. They represent unparalleled purchasing strength with an individual average annual IT spending responsibility of more than \$49 million.**

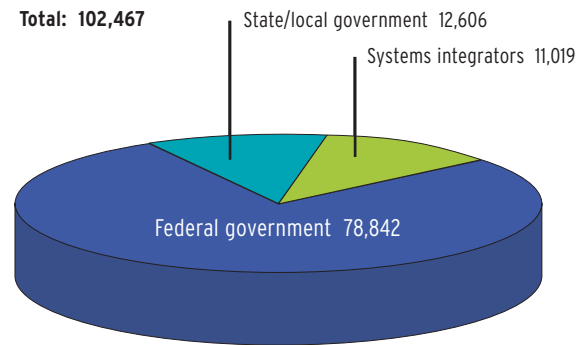
DELIVERING TOP DECISION-MAKERS ACROSS ALL FUNCTIONS AND SEGMENTS OF GOVERNMENT

Federal Computer Week delivers today's collaborative market, reaching decision-makers in federal, state and local agencies, as well as systems integrators. It is the only government IT publication to efficiently deliver the members of the entire buying team – agency executives, program managers, IT managers and systems integrators – across all segments of government.

**LARGEST CIRCULATION
HIGHEST COMPOSITION OF BUYERS
SIGNIFICANT BUYING AUTHORITY**

FEDERAL COMPUTER WEEK CIRCULATION*

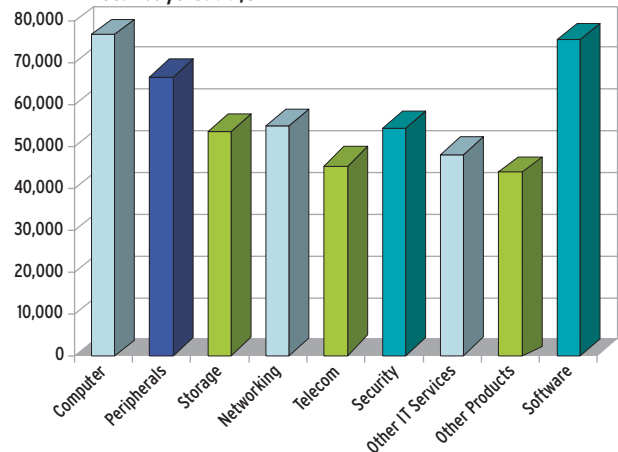
Total: 102,467



PURCHASING STRENGTH*

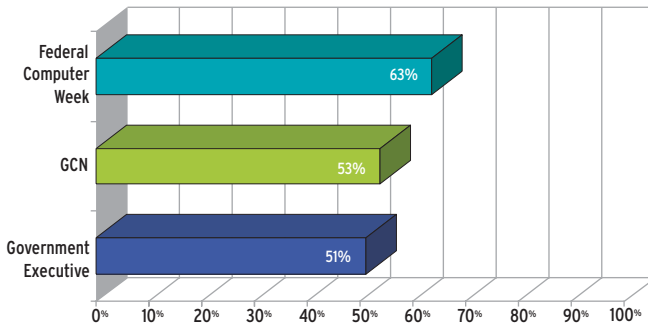
(subscribers involved in purchasing products/services in the next 12 months)

Total buyers: 99,342



THE BEST-READ GOVERNMENT IT PUBLICATION

WHICH PUBLICATIONS DO YOU READ REGULARLY?*



DEDICATED AND DEVOTED SUBSCRIBERS

Federal Computer Week has loyal subscribers who depend on the publication for integrated coverage of government, business and technology issues to help them achieve results and meet agency missions. In fact, our annual Editorial Readership Survey (August 2005) reported that:

- **75%** of subscribers read the publication regularly (3 out of 4 issues)
- Subscribers spend an average of **36.5** minutes reading an issue
- Federal Computer Week has an average issue audience of **247,700**, with a **2.5** pass-along rate
- **93%** of subscribers plan to renew their subscriptions

In addition, the survey further reported that compared to GCN and Government Executive, Federal Computer Week does a better job of offering useful analysis and insight and providing accurate and balanced coverage. Respondents also indicated that Federal Computer Week is more frequently recommended to peers and colleagues than GCN and Government Executive.

According to Market Connections' 2004 Federal Marketing Report, Federal Computer Week is read by more federal professionals within defense and civilian agencies nationwide.

ONE BOOK, ONE BUY

Today's IT marketers are faced with requirements to deliver measurable ROI from their marketing investments, and budgets are being scrutinized more than ever. At the same time, the need to reach and influence an ever expanding set of decision-makers across all government segments is a priority.

Federal Computer Week is the **one** choice for IT marketers who want to effectively and efficiently reach the government IT market.

- An extensive portfolio of print products
- Comprehensive coverage of the government, business and technology issues that matter most to IT decision-makers
- Reach to all members of the collaborative government IT buying team—agency executives, program managers, IT managers and system integrators—at all levels of federal, state and local government
- The largest circulation of any government IT publication
- The highest composition of buyers
- Subscribers with significant buying authority
- The best-read government IT publication
- Dedicated and devoted subscribers

We make it easy—**one book, one buy**. That makes Federal Computer Week the smartest marketing partner for today's savviest technology vendors.

FEDERAL COMPUTER WEEK ADVERTISING RATES

(effective January 2006)

	1X	7X	13X	18X	36X	54X
FULL PAGE	\$23,576	\$23,177	\$22,675	\$22,176	\$21,674	\$21,174
2/3 PAGE	\$19,016	\$18,640	\$18,258	\$17,870	\$17,495	\$17,107
1/2 PAGE	\$16,687	\$16,356	\$16,044	\$15,712	\$15,387	\$15,060
1/3 PAGE	\$12,084	\$11,876	\$11,633	\$11,459	\$11,251	\$11,038

Rates are gross, and include four-color process.

For premium position rates and availability, please contact your media consultant.

ADVERTISING SPECIFICATIONS

	Trim Size	Live Size	Bleed Size
FULL PAGE	8 3/4" X 10 7/8"	7 3/4" X 10"	9" X 11 1/8"
1/2 SPREAD		16 1/2" X 4 5/8"	17 3/4" X 5 5/8"
2/3 VERTICAL		5 1/8" X 9 5/8"	5 3/8" X 11 1/8"
1/2 HORIZONTAL		7 3/4" X 4 5/8"	9" X 5 5/8"
1/3 VERTICAL		2 1/2" X 9 5/8"	N/A
1/3 SQUARE		5 1/8" X 4 5/8"	N/A

PRINTING

Web offset. SWOP standards apply. All bleed dimensions include 1/8" bleed for trim.

For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your media consultant.

MEDIA SHIPPING (not including pre-printed inserts)

FCW Ad Production Coordinator

101communications

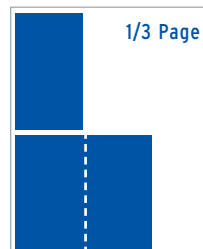
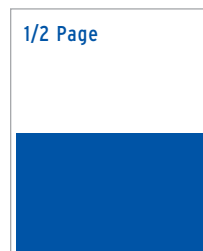
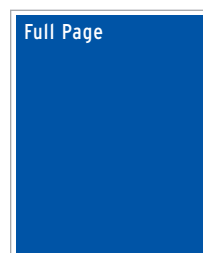
3141 Fairview Park Drive, Suite 777

Falls Church, VA 22042

(703) 876-5149 • Fax: (703) 876-5128

E-mail: fcwadproduction@101com.com

Please include the magazine name and issue date on all packages.



ONE DYNAMIC PLATFORM OF ONLINE MARKETING OPPORTUNITIES

Federal Computer Week offers an array of dynamic, online programs that deliver measurable marketing results. Our interactive offerings provide ideal forums for generating leads, driving traffic to your Web site and positioning your brand as a market leader.



THE ESSENTIAL ONLINE RESOURCE FOR BUILDING SMART GOVERNMENT

FCW.com delivers more breaking news and in-depth content than any other online information source in the government IT market. With more than nine years' worth of news, information, research and resources, FCW.com is a one-stop information source for government executives, program managers, IT managers and systems integrators researching critical government, business and technology issues.

Featuring an enhanced, easy-to-navigate format, FCW.com offers comprehensive information and tools that government IT decision-makers can use to achieve results and meet agency missions:

- Daily breaking news
- Current and past Federal Computer Week issues
- Nine years of searchable archives
- Hot topic areas
- Features and columns
- Technology news and reviews
- Research
- Vendor solutions
- White paper library
- News feeds
- Online polls
- Industry events
- FCW on the radio
- FCW.com Solution Centers
- Webinar archives
- Blogs

Plus, FCW.com Download serves as an online resource for Federal Computer Week readers, providing source material, related stories and links, and other documents cited in magazine articles.



RECOGNIZED EDITORIAL QUALITY

- November 2004 Bronze Eddie Award for B2B Online
- June 2003 Silver ASBPE national award for Original Web News Section
- June 2001 Gold ASBPE national award for Overall Web Publication

LARGE, LOYAL AUDIENCE*

- Monthly page views 3,500,000
- Unique monthly visitors 200,000
- Average visit length 24 minutes, 59 seconds

*Source: Publisher's WebTrends data

FCW.COM HOT TOPICS

FCW.com Hot Topics are online destinations housing in-depth resources for targeted government IT communities. Each center offers news, in-depth analysis and a variety of tools to help government IT decision-makers achieve results and meet agency missions.

FCW.com Hot Topics aggregate the most vital information, from the best sources, to give government IT decision-makers centralized access to the resources they need to help make government more effective and efficient—essentially, helping to build smart government.

Elements of the centers include:

- Daily news from FCW.com
- In-depth features on high-impact technologies such as storage, content management systems and Web services
- Case studies demonstrating agency lessons learned and return on investment
- Government source documents covering new policies, regulations and technology issues
- White papers detailing information on vendor-specific products and services
- Interactive Webinars that give users an opportunity to get solutions for today's problems
- Product reviews of the latest technologies that government users are buying
- Event proceedings highlighting thought leadership in the market
- Discussion boards
- Market research outlining the state of the market and spending expectations
- Custom contract guides published for the federal audience
- Profiles of newsmakers and thought leaders in industry and government



FCW.COM HOT TOPICS OFFERINGS

FCW.com Hot Topics are designed to meet the news and information needs of government IT decision-makers across federal, state and local government. They serve as one-stop resource destination centers across key communities within government IT, as well as topical technology fields. FCW.com Hot Topics include:

- Defense
- Enterprise Architecture
- Executive
- Homeland Security
- Integrators
- Intelligent Infrastructure
- Program Management
- Smart Shoppers
- Security
- Wireless

UNIQUE TARGET MARKETING AND BRANDING OPPORTUNITIES

FCW.com Hot Topics allow government IT marketers to impact and educate targeted government IT decision-makers all year long as they evaluate and purchase technologies and services. They also serve as an ideal forum for reinforcing your position as a market leader within key solution areas. Sponsorships are offered on an exclusive basis. Contact your media consultant to check availability.

E-MAIL NEWSLETTERS

In the rapidly changing government technology market, buyers can't afford to miss a headline. That's why thousands of government IT decision-makers subscribe to each of FCW.com's e-mail newsletters. They're the most timely, effective vehicles to deliver your message directly to the inbox of the agency executives, program managers, IT managers and systems integrators who drive today's government IT market.

FCW DAILY provides essential news and information for government IT decision-makers who need to keep up with mission-critical government IT policy, technology and business developments each day. (daily, 80,000 subscribers)

FCW STATE AND LOCAL covers the latest technology deployments in state, municipal and local governments across the country and gives IT leaders the tools and information they need to implement successful programs. (twice monthly, 30,000 subscribers)

FCW SECURITY targets IT managers responsible for security by delivering in-depth coverage of government security practices and policies, new technologies, system implementations and security breaches. (twice monthly, 45,000 subscribers)

FCW HOMELAND SECURITY is designed for IT leaders of federal, state and local homeland security efforts and delivers the news and analysis of the technologies, policies, funding and intergovernmental collaborations they need to execute their mission to protect the nation. (monthly, 45,000 subscribers)

FCW MANAGEMENT speaks directly to IT program managers, CIOs and other senior government executives with case studies and commentary addressing the security, privacy and workforce issues that matter most. (monthly, 40,000 subscribers)

FCW DEFENSE is designed for government IT professionals working in DOD operational, communications and IT management and delivers aggressive reporting on the defense IT investments that comprise significant government technology spending. (twice monthly, 40,000 subscribers)

FCW TECHNOLOGY delivers in-depth actionable information about the technologies government IT decision-makers need to successfully execute agency missions: storage, wireless, security, networking, etc. (twice monthly, 45,000 subscribers)

FCW E-GOVERNMENT targets federal and state IT managers responsible for online and electronic services by highlighting the technology, policy and implementation behind successful e-government programs. (monthly, 45,000 subscribers)

FCW SI INSIGHT tracks the latest mergers and acquisitions, partnerships and strategic business developments in the government systems integration community for program managers, contractors and business directors. (twice monthly, 25,000 subscribers)

GOVERNMENT HEALTH IT guides public and private sector health IT professionals through the maze of policy, technology, business and financing issues shaping the evolving health IT landscape. (twice monthly, 25,000 subscribers)



ONLINE ADVERTISING RATES AND SPECIFICATIONS

FCW.COM ADVERTISING

RECTANGLE BANNER (\$85 net CPM)

- 300 x 250 pixels
- 25K maximum file size
- Right-hand column of all story pages

LEADERBOARD (\$70 net CPM)

- 728 x 90 pixels
- 25K maximum file size
- Top and bottom page positions on most pages

HOME PAGE (\$5,000 net/month)

- 120 x 240 pixels
- 25K maximum file size
- Home page—sole sponsorship rotation
- Fixed position banner in the top right-hand column of the home page

SMALL HOME PAGE BANNERS

(\$2,000 net/month)

- 120 x 120 pixels
- Positioned in the left-hand navigation bar
- 25K maximum file size
- Home page rotation

SMALL HOME PAGE BANNERS

(\$1,000 net/month)

- 120 x 60 pixels
- Positioned in the left-hand navigation bar
- 25K maximum file size
- Home page rotation

EXCLUSIVE MICROSITE SPONSORSHIP

(\$3,000 net/month)

- Includes 728 x 90 leaderboard banners, 160 x 600 skyscraper banners and 120 x 240 banners
- Current microsites include Homeland Security, Security, Technology, Defense, E-Government and many more—contact FCW.com for details

E-MAIL NEWSLETTER SPONSORSHIPS

Sole Sponsorship

- Both top and middle banners
- May provide one or two text messages, five lines of text each (maximum of 60 characters per line), linking URL

Top Sponsor

- 468 x 60 and 120 x 240 banners (maximum size 20K), linking URL
- Five lines of text (maximum of 60 characters per line), linking URL

Middle Sponsor

- One 120 x 240 banner (maximum size 20K), linking URL
- In place of 120 x 240 banner, you may provide your logo; maximum width 120 pixels, maximum file size 20K
- Five lines of text (maximum 60 characters per line), linking URL

E-MAIL NEWSLETTER PRICING

Circulation: over 65,000

Sole sponsorship (\$6,500 net/newsletter)

Top sponsorship (\$5,000 net/newsletter)

Middle sponsorship (\$3,500 net/newsletter)

Circulation: under 65,000

Sole sponsorship (\$5,000 net/newsletter)

Top sponsorship (\$3,500 net/newsletter)

Middle sponsorship (\$2,500 net/newsletter)

FCW.COM SOLUTION CENTERS

Exclusive sponsorship (\$5,000/month,

\$12,500/quarter, \$25,000/six months, \$50,000/year)

- Right-hand column of all Solution Center pages
- 120 x 240 banner or logo at top of right-hand column, 25K maximum file size
- Customized lay out of right-hand column for sponsor to showcase offerings that may include:
 - Company public sector positioning statement
 - Executive profiles
 - Product/service/solution highlights
 - White paper/business case postings
 - Key sales contacts
 - Comprehensive contract listings
 - Events calendar
 - Marketing materials (ads, brochures, etc.)
 - Hyperlinks to company Web site

AD SPECIFICATIONS

GIF, JPG and Flash files are accepted. GIF and JPG file formats should be 72 dpi, 256 colors, with no more than 3 loops of animation. Flash creative required files include SWF file, back-up GIF file and a list of clickTAG expressions used and coinciding click-through URLs. SWF maximum file size is 25K, with a maximum of 12K on the first download. GIF maximum file size is 25K. Accipiter's requires that we use clickTAG, in place of a URL. Note: If you have multiple click-throughs embedded in the Flash file, simply add a numeric value to the end of the expression (i.e. clickTAG10).

WEBINARS

Budget constraints and increasingly hectic work schedules can often prohibit today's government IT decision-makers from physically attending the overwhelming number of breakfasts, lunches, seminars, conferences and expositions in the government IT marketplace. As such, it is imperative that today's government IT vendors seek innovative and cost-effective ways to disseminate information and engage clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why Federal Computer Week and FCW.com offer a turnkey Webinar solution that allows IT marketers to tap into our expertise and expansive market reach to drive viable customer leads.

WEBINAR 101

Webinar is short for Web-based seminar. This unique new presentation forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home, or on the road, participants can view presentations through their Web browsers while simultaneously listening to the audio. Discussions take place in real-time, and participants are encouraged to interact with presenters in an open dialogue.

Webinars are prevalently being used for product launches, highlighting services and capabilities, corporate announcements, focus groups, brand building and sales lead generation. Plus, Webinars can be recorded, archived, posted and downloaded on your Web site for future reference or promotion.

SPONSORSHIP (\$20,000 net)

- Registration development and collection
- Comprehensive event promotion
 - e-blasts to 40,000+ targeted Federal Computer Week subscribers
 - 2 middle e-newsletter sponsorships (includes 120 x 240 banner, linking URL and 5 lines of promotional text)
- Creation of a custom-designed user-interface
- Optional real-time polling and Q&A during the presentation
- Audio delivery and presentation coordination
- Post-event participant data with complete contact information
- Three-month online archiving for on-demand use



For more information on how to schedule or develop a Webinar to meet your marketing needs, please contact your Federal Computer Week media consultant or Doug Mashkuri, General Manager, E-Products, at (703) 876-5144 or doug@fcw.com.

LEAD GENERATION

Now more than ever, technology vendors are tasked with delivering viable customer leads and demonstrating return on investment for their media expenditures. Federal Computer Week understands the nature of the highly competitive government IT marketplace and, as part of our unique SMART Marketing Methodology, is unveiling a new suite of lead generation products in 2006 to help technology vendors maximize investment and deliver results.

Federal Computer Week's new lead generation products will be hosted on FCW.com and will require visitor registration to access information, ensuring the highest quality of targeted customer leads that have a direct interest in your products and services.

INTERACTIVE VENDOR DIRECTORIES

Sponsors can create and update company profiles that include sales contacts, product information, white papers, case studies, contract listings and more. This enables government IT decision-makers to learn more about your business and the solutions you provide within an interactive environment. Sponsors will receive a monthly lead report detailing contact information for visitors to your listings. The report will also include information on what each visitor viewed.

INTERACTIVE PRODUCT DEMONSTRATIONS

Sponsors can engage with customers and prospects through live product demonstrations via audio or video Webcasts, allowing government IT decision-makers to see first-hand the value your solutions can bring to their business. Product demonstrations will be archived for new and repeat viewers to log on and learn more about your products and services anytime, anywhere. Sponsors will receive a monthly lead report detailing contact information for all registrants to your demo.

AUDIO/VIDEO INTERVIEWS AND FORUMS

Federal Computer Week's On-Demand Library will serve as an easy-to-navigate resource library for government IT decision-makers. Its extensive archive will include vendor information, white papers, case studies, source documents and custom publishing materials. Sponsors will receive a monthly lead report detailing contact information for visitors who viewed your documents and resources.

SPONSORSHIP OPPORTUNITIES

Combine Federal Computer Week's new online lead generation programs with our existing platform of e-mail/postal list rentals, e-newsletters/banners, online surveys and events to create targeted marketing opportunities that maximize government IT sales.

For information on how to sponsor a Federal Computer Week lead generation program, contact your media consultant or Doug Mashkuri, General Manager, E-Products, at (703) 876-5144 or doug@fcw.com.

COMING IN 2006

ONE YEAR-LONG SCHEDULE OF HIGH-IMPACT EVENTS

FCW | Events

MEET ONE-ON-ONE WITH CUSTOMERS AND PROSPECTS

Whether it's an intimate seminar, a solution-targeted conference, a tradeshow or a custom-designed roundtable, events put you face-to-face with your customers and prospects. FCW Events offers ideal forums for extending your market reach, increasing brand awareness and strengthening customer relationships for long-term business opportunities.

THE MOST COMPLETE RANGE OF GOVERNMENT IT EVENTS

FCW Events address the current critical issues facing IT decision-makers. Our extensive program of executive events, conferences, solution seminars and a product showcase serve the information needs of all government IT market segments, including:

- Executives: CIOs, CTOs, CFOs
- Program managers
- IT managers
- Procurement managers
- Systems integrators/suppliers to government

Offering in-depth content, case studies and best practices that help buyers and integrators achieve results and meet agency missions, FCW Events is a top destination for smart government IT decision-makers.

2006 CALENDAR OF EVENTS

FEB. 27-MAR. 1

E-Gov Institute's Wireless/RFID Conference & Exhibition

MAR. 20

Federal 100 Awards Gala

APR. 19-21

E-Gov Institute's Knowledge Management Conference & Exhibition

MAY 21-23

Spring Government CIO Summit

JUN. 15-16

Government Health IT Conference & Exhibition

JUL. 26

itsGov "Technology Buying at Year-End" Showcase, E-Gov Institute's Government Solutions Center and Awards Program

SEP. 11-13

E-Gov Institute's Enterprise Architecture Conference & Exhibition

OCT. 12

Rising Star Awards Program and Banquet

OCT. 12-13

E-Gov Institute's Program Management Summit

NOV. 5-7

Fall Government CIO Summit

NOV. 15-16

E-Gov Institute's Security Conference & Exhibition

EXECUTIVE EVENTS

GOVERNMENT CIO SUMMITS



These bi-annual Government CIO Summits connect C-level decision-makers—representing federal, state, local and international governments—with leading IT executives to explore the latest trends and issues impacting the government IT market.

Attendees are personally selected and invited, ensuring a high level of exclusivity. Through a series of panel discussions and case studies, they share experiences, insights and ideas designed to provide practical information to help buyers achieve results and meet agency missions.

These multi-sponsored events present hosts and sponsors with a relaxed atmosphere to network and build relationships with the highest level of government IT decision-makers.

WHO ATTENDS	C-level executives from federal, state and local government – by invitation only
SPRING SUMMIT	May 21-23, 2006 The Registry, Naples, FL
FALL SUMMIT	Nov. 5-7, 2006 Hotel del Coronado, Coronado, CA

THE 17TH ANNUAL FEDERAL 100 AWARDS GALA



Government IT executives and industry leaders gather to honor the Federal 100 award winners—those distinguished individuals who have made outstanding contributions to the missions of federal agencies in the past year. Recipients of the prestigious Federal 100 Awards are nominated by Federal Computer Week subscribers and selected by an independent panel of government and industry judges.

In addition, the judges present the esteemed Eagle Award to one government official and one industry executive for outstanding contributions to the federal IT community. The Monticello Award, which acknowledges a technology initiative with direct, meaningful impact on human lives, is also awarded.

WHO ATTENDS	1,000 government and industry IT executives
WHEN	Mar. 20, 2006 Ritz Carlton, McLean, VA



E-GOV INSTITUTE CONFERENCES

The E-Gov Institute hosts a series of in-depth conferences focused on the most top-of-mind technology issues and solutions in government. Industry practitioners provide an interactive learning experience for public sector professionals to review the policy, technology and applications in detail for varied disciplines.



2005 E-GOV INSTITUTE CONFERENCES	CONFERENCE	EXHIBITION
Wireless/RFID	Feb. 27-Mar. 1	Feb. 28
Knowledge Management	Apr. 19-21	Apr. 20
Government Health IT	Jun. 15-16	Jun. 15
Government Solutions Center and Awards	Jul. 26	
Enterprise Architecture	Sep. 11-13	Sep. 13
Program Management Summit	Oct. 12-13	
Security	Nov. 15-16	Nov. 15

For the past eight years, E-Gov Institute conferences have been the preferred venue for education, information and community-building for public sector IT and management professionals.

WHO ATTENDS	<ul style="list-style-type: none"> - Executive management - Program managers - IT/IS data communications managers
REPRESENTING	<ul style="list-style-type: none"> - Federal civilian and defense agencies - State, local, municipal and international government agencies - Systems integrators
WHERE	Ronald Reagan Building, Washington, D.C.



ITSGOV “TECHNOLOGY BUYING AT YEAR-END” SHOWCASE



Technology Buying at Year-End

itsGov is a technology showcase designed to make the year-end buying season more productive for both federal agencies and the technology vendors who serve them.

This one-day, year-end sales engine will:

- Save you valuable time during your busiest season
- Provide the best chance to meet year-end sales goals
- Expose your products to highly qualified government purchasers
- Help you capture more customers and close more sales



WHO ATTENDS	itsGov delivers government IT decision-makers involved at all stages of the purchasing process: <ul style="list-style-type: none"> - IT managers - MIS managers - Procurement officers/managers - Contracting officers/managers - Administrative/operations managers - Government managers with IT budgets to spend - Systems integrator partners with government buying authority
WHEN	Jul. 26, 2005 Ronald Reagan Building, Washington, D.C.

SOLUTION SEMINARS

FCW Events offer a series of one-day, focused technology sessions that address top-of-mind issues facing government IT professionals, including:

- Datawarehousing
- Identity protection/management
- Storage

WHO ATTENDS	<ul style="list-style-type: none"> - Executive management - Program managers - IT/IS data communications managers
REPRESENTING	<ul style="list-style-type: none"> - Federal civilian and defense agencies - State, local, municipal and international government agencies - Systems integrators
WHEN	Throughout the year – program schedule TBD

ONE TARGETED CUSTOM MEDIA PROGRAM TAILORED TO YOUR UNIQUE MARKETING NEEDS

Custom media is a rapidly growing and robust marketing communications strategy. It offers a dedicated environment in which marketers can manage and control editorial content to deliver strategic messaging that shapes the perceptions and buying behaviors of prospects and customers.

Custom media encompasses a wide array of print, online and event product offerings which are uniquely tailored to meet clients' specific marketing needs and objectives. This customized approach allows clients to create strategic, high-impact marketing tools that promote brand leadership and deliver compelling content to a targeted audience.

FEDERAL COMPUTER WEEK CUSTOM MEDIA MARKETING BENEFITS

- Educate government marketplace on IT solutions
- Deliver key messages to government technology buyers
- Cross-sell and promote products and solutions
- Differentiate technologies and solutions from the competition
- Increase and solidify brand awareness
- Foster customer loyalty
- Cultivate and engage prospects
- Generate leads via call-to-action tools
- Motivate buyers to take action
- Create a benchmark mechanism
- Manage and control customized editorial content
- Maximize marketing dollars across multiple media platforms
- Create thought leadership for your organization and solutions

CUSTOM MEDIA SOLUTIONS GET RESULTS*

- 94% of business professionals who read custom publishing pieces agree that they are an important source of information
- 74% of business professionals who read custom publishing pieces agree that they are more effective vehicles for companies to talk about products/services than any other form of advertising
- 30% of business professionals who read custom publishing pieces state that they purchased a product or service highlighted in a custom publishing piece

CUSTOM MEDIA: AN INTEGRAL COMPONENT OF HIGH-IMPACT MARKETING CAMPAIGNS*

The growth of the custom publishing sector has outpaced that of other marketing tactics with regularity. Last year 13.2% of the average corporate marketing budget was spent on custom publishing, up from 11.1% the prior year. Forty percent of companies plan to spend more on custom publishing next year.

*Source: Custom Publishing Council, www.custompublishingcouncil.com

CUSTOM MEDIA OFFERINGS

Federal Computer Week provides government IT marketers with a comprehensive portfolio of cost-effective custom media programs to enhance your integrated media strategies. Federal Computer Week works closely with clients to produce dynamic, customized products that reach and impact targeted government IT decision-makers.

PRINT PRODUCTS AND INNOVATIVE SERIES

Content-based inserts, supplements and white papers (single and multi-sponsor projects)

Marketers can communicate targeted, strategic messaging to government IT buyers on their market position, industry partnerships, agency implementations, government contracts, products, technologies and solutions within content-based custom inserts, supplements and white papers.

Magazines and catalogs

Federal Computer Week's custom media team can help marketers create topic-specific or multi-faceted corporate magazines, as well as solutions catalogs, for distribution to our qualified circulation of 101,115* subscribers.

Template-based print series

Federal Computer Week offers an extensive portfolio of template-based custom media products that allow marketers to reinforce their position of government IT leadership.

- THINK
- Smart Solutions
- Contract Watch
- TALK
- Tech Partner Connection
- Technology Survey Series
- What Works
- Tech Talk
- Solution Leader & Tech Leader
- What's Ahead



CONTRACT GUIDES AND CUSTOM TECH UPDATES

Federal Computer Week publishes a comprehensive series of agency contract guides and topical custom updates that serve as year-long references for government IT decision-makers while they are making strategic purchasing decisions. Tentative publication schedule is listed on Federal Computer Week's editorial calendar.

E-PRODUCTS

Federal Computer Week offers clients an extensive array of custom online vehicles including personalized microsites, HTML and PDF postings with optional registration offerings and audio/visual programs. The custom media team will work hand-in-hand with clients to develop unique, made-to-order online solutions that generate leads and deliver results.

EVENTS AND SEMINARS

From program development to attendee acquisition, Federal Computer Week's expert event team will work with you to create a customized program that reinforces brand leadership, facilitates an environment for networking and delivers targeted customer leads.

TEMPLATE-BASED CUSTOM MEDIA PORTFOLIO

Federal Computer Week's extensive portfolio of template-based custom media products complements and enhances any marketing program. With a variety of options available to suit your unique marketing needs, these customized programs provide flexible alternatives for delivering high-impact marketing messages to Federal Computer Week's qualified circulation of 101,115 government IT decision-makers.*

	TECHNOLOGY SURVEY SERIES	WHAT WORKS	TECH TALK	SOLUTION LEADER & TECH LEADER	WHAT'S AHEAD
CONCEPT	<p>Federal Computer Week's research team will produce topic-specific custom surveys and poll government IT buyers to determine critical issues impacting the market. Sponsors can spotlight their leading technologies and solutions that address these needs and issues within one page of custom editorial.</p> <p>FORMAT:</p> <ul style="list-style-type: none"> - Two-page insert with one page of custom editorial - Two pages ROB with one page of custom editorial 	<p>"What Works" takes a look at successful technology and solutions implementations, enabling companies to demonstrate their expertise and leadership within a robust editorial environment.</p> <p>FORMAT OPTIONS:</p> <ul style="list-style-type: none"> - One-page ROB with one page of custom editorial - Two pages ROB with two pages of custom editorial - Two-page ROB with one page of custom editorial and one ad - Two-page insert with two custom editorial pages - Two-page insert with one custom editorial page and one ad - Four-page insert with four pages of custom editorial - Four-page insert with three pages of custom editorial and one ad 	<p>Tech Talk provides vendors with the opportunity to "talk technology" in a Q&A format. It offers a dynamic, interactive forum for highlighting new products and solutions for the government IT market.</p> <p>FORMAT OPTIONS:</p> <ul style="list-style-type: none"> - One-page ROB with one page of custom editorial - Two pages ROB with two pages of custom editorial - Two pages ROB with one page of custom editorial and one ad - Two-page insert with two pages of custom editorial - Two-page insert with one page of custom editorial and one ad 	<p>Corporate profiles provide vendors with the ability to position their organization as a strategic leader in the government market. Companies can streamline their messaging to include overview information on company mission, focus, solutions, partners, executives, etc.</p> <p>FORMAT OPTIONS:</p> <ul style="list-style-type: none"> - One-page ROB with one page of custom editorial - Two pages ROB with two pages of custom editorial - Two pages ROB with one page of custom editorial and one ad - Two-page insert with two pages of custom editorial - Two-page insert with one page of custom editorial and one ad 	<p>Government executives often say they want to know what technologies will be coming down the pike so they can prepare. "What's Ahead" takes an early look at new technologies and new ways of doing business. "What's Ahead" is not intended to be used as a product introduction mechanism, but rather as a marketing vehicle geared towards new capabilities, new processes and new markets. "What's Ahead" is particularly useful for thought leaders, who are preparing customers for new capabilities before products actually hit the market.</p> <p>FORMAT OPTIONS:</p> <ul style="list-style-type: none"> - Two-page ROB with two pages of custom editorial - Two-age insert with two pages of custom editorial - Four-page insert with four pages of custom editorial
EXAMPLES	<p>NEW IN 2006! Survey.Storage, Survey.Wireless</p>	<p>NEW IN 2006!</p>	<p>NEW IN 2006!</p>	<p>NEW IN 2006!</p>	<p>NEW IN 2006!</p>
POSITIONING	<p>Run-of-book (optional insert format)</p>	<p>Run-of-book (optional insert format)</p>	<p>Run-of-book (optional insert format)</p>	<p>Run-of-book (optional insert format)</p>	<p>Insert (optional ROB)</p>
AVAILABILITY	<p>Bi-monthly</p>	<p>Multiple positions available in each issue</p>	<p>One per issue</p>	<p>Multiple positions available in each issue</p>	<p>One per issue</p>

*Source: June 2005 BPA Statement



	THINK	SMART SOLUTIONS	CONTRACT WATCH	TALK	TECH PARTNER CONNECTION
CONCEPT	<p>A THINK custom insert allows marketers to align themselves with a specific product or technology and take exclusive "ownership" of that category for the year. It reinforces brand leadership and is an ideal way to showcase innovative technologies/solutions.</p> <p>FORMAT OPTIONS:</p> <ul style="list-style-type: none"> - Two-page insert with one page of custom editorial and one ad - Two-page insert with two pages of custom editorial - Two pages ROB with one page of custom editorial and one ad - Two pages ROB with two pages of custom editorial 	<p>Smart Solutions custom inserts provide an ideal forum for promoting and cross-selling products to government IT buyers. They are designed to showcase multiple product offerings and allow marketers to align themselves with a specific solution category, taking exclusive "ownership" of that category for the year.</p> <p>FORMAT OPTIONS:</p> <ul style="list-style-type: none"> - Two-page insert with two pages of custom editorial and four product photographs - Four-page insert with three pages of custom editorial and four product photographs - Two pages ROB with two pages of custom editorial and four product photographs 	<p>Contract Watch custom inserts allow marketers to educate government IT buyers on their contract awards and affiliations. They enable marketers to align themselves with specific contracts and to promote the products they have available via the specific contract vehicle.</p> <p>FORMAT:</p> <ul style="list-style-type: none"> - Two-page insert with two pages of custom editorial - Two pages ROB with two pages of custom editorial 	<p>Federal Computer Week's TALK series features interviews with agency executives, program managers and technology influencers across defense and civilian agencies to learn more about key programs, critical technology implementations and considerations.</p> <p>TALK offers an ideal forum for technology vendors to align themselves as a strategic agency partner and to spotlight top solutions.</p> <p>FORMAT:</p> <ul style="list-style-type: none"> - Two-page insert with one page of custom editorial - Two pages ROB with one page of custom editorial 	<p>Tech Partner Connections offers the perfect forum for systems integrators to keep government professionals and teaming partners informed on their latest endeavors and accomplishments including contract awards, current projects, new partnering opportunities, emerging solutions and technologies, procurement trends and industry developments.</p> <p>FORMAT OPTIONS:</p> <ul style="list-style-type: none"> - Two-page insert with two pages of custom editorial - Four-page insert with four pages of custom editorial - One-page ROB with one page of custom editorial - Two pages ROB with two pages of custom editorial
EXAMPLES	<p>THINK: Back-up THINK: Quantum THINK: Mobility THINK: Nokia THINK: Telework THINK: Juniper Systems THINK: Homeland Security THINK: Northrop Grumman</p>	<p>Smart Solutions from Quest Software: Achieving Enhanced Performance Through Better Management Smart Solutions from Computer Associates: Using Integrated Tools to Tame the Security Management Juggling Act</p>	<p>Contract Watch: HP Helps Army Achieve ITES Goals Contract Watch: U.S. Air Force's Desktops, Laptops and Server Blanket Purchasing Agreement (HP)</p>	<p>NEW IN 2006! TALK: Army TALK: Air Force TALK: DOD TALK: Navy</p>	<p>NEW IN 2006!</p>
POSITIONING	Insert (optional ROB)	Insert (optional ROB)	Insert (optional ROB)	Run-of-book (optional insert format)	Run-of-book (optional insert format)
AVAILABILITY	One per issue	One per issue	One per issue	One per issue	Multiple positions available in each issue

Online components are available for all template-based custom media product offerings.
 For information on template-based custom media pricing, or to reserve your placement, contact your media consultant.

ONE EXTENSIVE LINEUP OF ORIGINAL RESEARCH

Government IT is a rapidly evolving, dynamic marketplace. To ensure the smartest, most cost-effective purchasing decisions, government IT buyers must stay abreast of the latest news and trends across government, business and technology. In addition, they need insight into how their colleagues in government and industry are dealing with important issues, such as technology, policy and management strategies.

Federal Computer Week's extensive line-up of original research delves into some of today's most top-of-mind topics to provide quantitative perspectives and analysis into the most critical issues impacting government IT decision-makers and their ability to achieve results and meet agency missions.

DATA ANALYSIS

Federal Computer Week examines vital data and statistics to identify key market issues and track spending. In addition, we analyze the direction of the market, the role technology will continue to play in government and what the top priorities will be in the coming year. Proposed topics for 2006 include:

- The president's proposed budget and its migration through the Congressional appropriations process
- Trends in GSA Schedule 70 sales and other procurement data
- Staffing and salary data across government IT personnel

SURVEYS

Federal Computer Week probes into key technology trends, management issues and policy questions to explore the role of government IT decision-makers and to learn more about how they do business. This qualitative data provides insights into market conditions, buying intentions and how applications are being implemented. Proposed topics for 2006 include:

- Best agencies for federal IT workers
- CIO management priorities
- Use of emerging technologies

TECHNOLOGY USER GUIDES

Federal Computer Week will publish a series of in-depth technology user guides that offer practical tips and advice for implementing solutions that work. Compiling best practices and lessons learned, these comprehensive references will look at challenges and successes, serving as a guide through the maze of today's technology choices.

Proposed topics for 2006 include:

- RFID
- Identity management
- Asset management
- Business process management
- Portfolio management
- Technology deployment for first responders

SPONSORSHIP OPPORTUNITIES

Federal Computer Week's original research provides an ideal forum for technology vendors to reinforce thought leadership and to spotlight products and services within a key topic area. An array of sponsorship opportunities are available for each project that encompass customized bundles designed to meet targeted marketing needs.

All original research projects will be available for download on FCW.com, with articles and executive summaries of each project appearing in the print publication. This ensures maximum sponsorship exposure and helps to generate viable customer leads.

For information on how to sponsor a Federal Computer Week original research project, contact your media consultant.

ONE EXTENSIVE LINEUP OF TARGETED MARKETING SOLUTIONS

Federal Computer Week's integrated media platform of print, online, event, custom media and research products offers advertisers an array of options for delivering high-impact, strategic messages to government IT decision-makers all year long. In addition, our robust catalog of media products makes it easy for marketers to target—across multiple mediums—decision-makers involved in key product areas or communities of interest.

DOD

Federal Computer Week has 34,650 DOD subscribers* that each expect to recommend, buy, specify or approve the purchase of an average of \$1,000,000-\$4,999,999 in technology products and services in the next 12 months.**

PRINT

Monthly magazine section

- Spotlight: DOD (Feb. 13, Mar. 27, Apr. 10, May 1, Jun. 5, Jul. 17, Aug. 21, Sep. 18, Oct. 2, Nov. 6)

Editorial Supplement

- DOD and Security Buyers' Guide (Jun. 19)

ONLINE

FCW.com Solution Center

- Defense (year-round)

E-Newsletter

- FCW Defense (twice monthly)

CUSTOM MEDIA

Template-based print series (year-round)

- TALK
- Contract Watch
- Tech Partner Connection
- Smart Solutions
- Solution Leader & Tech Leader
- What's Ahead

Contract Guides

- Army PEO-EIS Catalog (Jan. 23)
- Army PEO-EIS Guidebook and Industry Day Program (Mar. 13)
- Army ITES-2 Contract Guide (Oct. 16)
- Air Force 554th ELSW Contract Guide (Aug. 14)
- HSPD-12 Resource Guide (Nov. 13)

STATE AND LOCAL GOVERNMENT

Federal Computer Week has 12,606 state and local government* subscribers. 82% of those subscribers come from the top 20 spending states (10,337 total)** which account for 78% of total state and local government IT spending.***

Of those 82%, each state and local buyer expects to recommend, buy, specify or approve an average of \$500,000 in IT products and services in the next 12 months.**

PRINT

Monthly magazine section

- Spotlight: state and local government (Jan. 23, Mar. 13, Apr. 24, May 29, Jun. 26, Jul. 24, Aug. 14, Sep. 11, Oct. 16, Nov. 13)

ONLINE

E-Newsletter

- FCW State and Local (twice monthly)

Microsite

- State and Local (year-round)

Web ads

- Targeted state and local ROS banners (year-round)

CUSTOM MEDIA

Template-based print series (year-round)

- What Works
- Smart Solutions
- Contract Watch
- THINK
- Tech Talk
- TALK
- Solution Leader & Tech Leader
- Technology Survey Series

PLUS... take advantage of **targeted lead generation** and **direct marketing opportunities** through Federal Computer Week subscriber e-mail and postal list rentals. List rentals serve as an ideal vehicle for delivering your marketing message directly to targeted government IT decision-makers while they are making purchasing decisions. For more information about Federal Computer Week list rentals, please contact Worldata at (800) 331-8102 or 101@worldata.com.



EXECUTIVE MANAGEMENT

Federal Computer Week has 42,525 executive management subscribers (executive/command/agency/operations/procurement/contracting management).* Each expects to recommend, buy, specify or approve the purchase of an average of \$1,000,000 - 4,999,999 in technology products and services in the next 12 months.**

PRINT

[Dedicated magazine section](#)

- Management (weekly)

[Special Report](#)

- CXO Lessons Learned (Mar. 13, Apr. 24, May 22, Jul. 10, Sep. 11, Nov. 20)

[Special Editions](#)

- FCW Watch List (Jan. 9) - Federal 100 (Mar. 20)
- Federal List (Sep. 4) - FCW Power Players (Oct. 30)

ONLINE

[FCW.com Solution Center](#)

- Program Management (year-round)

[E-Newsletter](#)

- FCW Management (monthly)

EVENTS

- Federal 100 Awards Gala (Mar. 20)
- Spring Government CIO Summit (May 21-23)
- Program Management Summit (Oct. 12-13)
- Fall Government CIO Summit (Nov. 5-7)

CUSTOM MEDIA

[Template-based print series \(year-round\)](#)

- What Works - Contract Watch - Solution Leader & Tech Leader
- What's Ahead - THINK - Technology Survey Series
- Smart Solutions - TALK

[Custom Reports](#)

- Tech Watch: Business Process Management (Apr. 3)

SYSTEMS INTEGRATORS

Federal Computer Week has 7,242 subscribers from the top 50 systems integrators,** who captured 64% of total integrator revenue in 2004.*** Each of those systems integrator subscribers plans to buy, specify or approve an average of \$1,000,000 - 4,999,999 in technology products and services in the next 12 months.**

PRINT

[Dedicated magazine section](#)

- Business, featuring Government Integrator (weekly)

ONLINE

[FCW.com Solution Center](#)

- Integrators/Business (year-round)

[E-Newsletter](#)

- FCW SI Insight (twice monthly)

EVENTS

- Tech Partner Connection (year-round)

CUSTOM MEDIA

[Template-based print series \(year-round\)](#)

- Tech Partner Connection - THINK - Contract Watch
- Smart Solutions - TALK - Solution Leader



SECURITY

Federal Computer Week has more subscribers that plan to buy security than any other government IT publication, with 50,958 subscribers planning to recommend, buy, specify or approve the purchase of security products and services in the next 12 months.* Those subscribers have an average personal spending authority of \$1,000,000-\$4,999,999.**

PRINT

Technology Briefings

- Smart Cards (Mar. 13)
- Quick Start: Anti-Spam (Apr. 24)
- Quick Start: Wireless Security (Jun. 26)
- Web Filters (Jul. 24)
- Threat Management (Nov. 6)
- Storage Security (Nov. 20)
- Quick Start: Security Gateway Appliances (Dec. 18)

Special Series

- Security (Sep. 25, Oct. 2, Oct. 9)

Special Report

- Homeland Security (Apr. 3, Jun. 12, Aug. 28, Nov. 13)

Editorial Supplement

- DOD and Security Buyers' Guide (Jun. 19)

ONLINE

E-Newsletter

- FCW Security (twice monthly)
- FCW Homeland Security (monthly)

FCW.com Solution Center

- Security (year-round)

EVENTS

- itsGov "Technology Buying at Year-End" Showcase (Jul. 26)
- Security Conference and Exhibition (Nov. 15-16)

CUSTOM MEDIA

Template-based print series (year-round)

- THINK
- Smart Solutions
- Contract Watch
- TALK
- Tech Partner Connection
- Technology Survey Series
- What Works
- Tech Talk
- Solution Leader & Tech Leader
- What's Ahead

Custom Reports

- Tech Watch: E-Authentication (Jun. 26)
- DHS EAGLE/FirstSource Contract Guide (Aug. 28)
- HSPD-12 Resource Guide (Nov. 13)

STORAGE

Federal Computer Week has more subscribers that plan to buy storage than any other government IT publication, with 50,582 subscribers planning to recommend, buy, specify or approve the purchase of storage products and services in the next 12 months.* Those subscribers have an average spending authority of \$1,000,000-\$4,999,999.**

PRINT

Technology Briefings

- Small Office Storage (Mar. 27)
- Storage Networking (Oct. 2)
- Storage Security (Nov. 20)
- Storage (May 15, May 22, May 29)

Special Series

- Storage (May 15, May 22, May 29)

ONLINE

FCW.com Solution Center

- Intelligent Infrastructure (year-round)

EVENTS

- itsGov "Technology Buying at Year-End" Showcase (Jul. 26)

CUSTOM MEDIA

Template-based print series (year-round)

- THINK
- Smart Solutions
- Contract Watch
- TALK
- Tech Partner Connection
- Technology Survey Series
- What Works
- Tech Talk
- Solution Leader & Tech Leader
- What's Ahead

Custom Reports

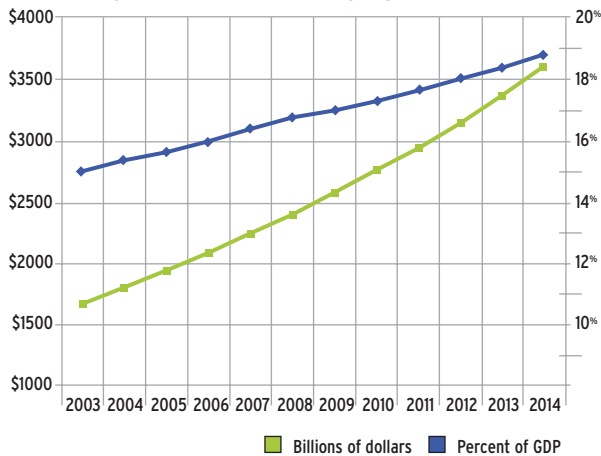
- Tech Watch: Storage (Aug. 14)



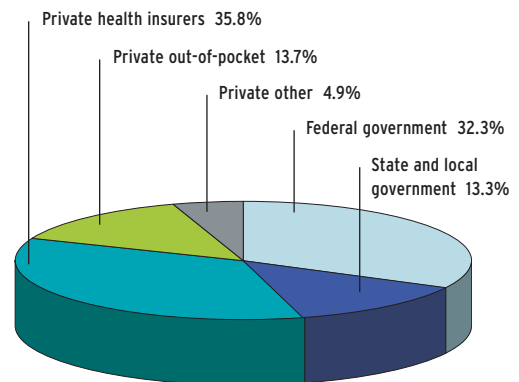
GOVERNMENT HEALTH IT

The health sector in the United States is the largest and most complex economic and social sector in the world. National health expenditures are projected to reach \$3.6 trillion in 2014, growing at an average annual rate of 7.1 percent during the forecast period 2003-2014. As a share of gross domestic product (GDP), health spending is projected to reach 18.7% by 2014, up from its 2003 level of 15.3%.* Federal and state governments bear the burden of almost 50% of total health care costs, with Medicaid accounting for 20% of state health care budgets alone.**

NATIONAL HEALTH EXPENDITURES*



HEALTH CARE SPENDING*



The rapid and successful implementation of health information technology is essential for improving quality of care, streamlining processes and saving money. Estimates of U.S. expenditures for health IT range from \$17 billion to \$42 billion in 2004 and are projected to grow as much as 18% per year** as health systems bring new patient management systems online. And the federal government is the driving force behind the adoption of health IT. As policymaker, standards setter, funding source, technology testbed and enterprise user, the federal government directly impacts health care management and delivery.

A GUIDE TO PUBLIC POLICY AND ITS APPLICATIONS IN HEALTH IT

Federal Computer Week has unveiled Government Health IT—a new family of information products designed to keep health IT decision-makers in government and industry abreast of public policy and its applications to the health care services community. Government Health IT provides a roundup of health IT news, guiding health care professionals through the maze of policy, technology, business and financing issues shaping the evolving health IT landscape. It is the only media brand to:

- Reach government policy-makers who set the agenda, provide funding, set standards and mandate adoption of health IT
- Reach government health IT decision-makers who are developing some of the largest and most progressive systems in the health care community
- Reach all segments of the government health IT market: private and public, business and IT
- Focus on the policies and legislation that will drive health care IT adoption and spending

SMART HEALTH CARE STARTS HERE

PRINT (Feb. 13, Apr. 17, Jun. 12, Aug. 14, Oct. 9, Nov. 13)

Government Health IT **magazine** reports on the emerging role for federal, state and local government in driving the use of technology in the public and private health care communities. It looks at policies, applications and funding strategies across the nation and examines best practices and pioneering efforts for transforming health care and saving lives and money. It also monitors parallel initiatives in other countries around the world, providing U.S. health care leaders with a global perspective on vital health IT challenges.

Its distinct editorial focus attracts more than 30,000* health IT decision-makers across a unique universe:

- Government (DOD/military health systems, VA, HHS, state/local, legislative, etc.)
- Health systems/private sector (hospitals, integrated delivery systems, managed care facilities, universities, etc.)
- Public policy (government affairs/policy advocacy, professional association, legal)
- Suppliers to government (systems integrators, consultants, equipment manufacturers, etc.)

ONLINE

Government Health IT features a comprehensive **Web site** (www.GovHealthIT.com) that serves as the essential online resource for government health IT professionals, policy-makers and decision-makers. It provides breaking news on government standards, regular updates on major programs and reports on new and emerging health IT applications and strategies. It also includes source documents, white papers, case studies, reference materials, related links and archives that help health IT professionals make smart purchasing decisions.

The Government Health IT **e-newsletter** (published twice monthly) reports on the people, programs, technologies and issues driving the adoption and investment of technology. It tracks the creation and evolution of policies at the White House, the Department of Health and Human Services and in Congress. It reports on emerging bills, rules and guidance as they take shape, examining their potential impact in both the public and private sectors. It spotlights grants and other funding streams by which the federal government will drive the adoption of health IT nationwide, and it offers lessons learned and best practices as new technologies are introduced and implemented.

EVENTS

The Government Health IT Conference & Exhibition (June 15-16 at the Ronald Reagan Building in Washington, D.C.) provides an information-rich environment for health IT professionals to learn more about the intersection of health care, technology and public policy. Providing in-depth content, best practices and lessons learned, the Government Health IT Conference & Exhibition offers an ideal forum for networking with peers and learning about emerging health IT trends and technologies.



For more information about Government Health IT, or to request a 2006 media kit, please contact your media consultant.

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FEDERAL COMPUTER WEEK: YOUR ONE SMART MARKETING PARTNER

Federal Computer Week is committed to delivering the best coverage of government, business and technology issues for our subscribers. We also continue to innovate and invest in our integrated media platform to provide technology vendors with the smartest, most cost-effective solutions for reaching and impacting government IT decision-makers.

With an expanded portfolio of product offerings, Federal Computer Week now provides more options for advertisers to deliver strategic marketing messages, across multiple mediums, throughout the year. That makes Federal Computer Week an even smarter marketing partner in 2006.

Drive government sales and reinforce your position of market leadership in print, online or face-to-face with Federal Computer Week...the **one and only** smart marketing partner for today's savviest technology vendors.

Federal Computer Week

PRINT | ONLINE | EVENTS | CUSTOM MEDIA | RESEARCH



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