



Washington  
Technology



FCW



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EDITORIAL OVERVIEWS BY MARKET:

**GovExec 360 cornerstone editorial  
coverage + eBooks.**

## > State + Local market: editorial overview.

Our 2023 topics for ebooks. (Route Fifty & GCN: 150 leads)

Q1	Q2	Q3	Q4
Reskilling and Upskilling	Ransomware	Zero trust	Portable Identity
What's Next in Infrastructure	Broadband: Fiber, Wireless, Satellite and other options	Hybrid office	Digital Transformation Success Stories
Innovative Leaders	Fraud Detection	Location intelligence	State Privacy Initiatives
Phishing	Emerging Tech	Disaster response	IoT Security
Public Safety Tech	Closing the Digital Divide	Next-Gen Citizen Services	Emerging Transportation Issues
Smart Cities	State Budget Trends	Recruiting and Retaining Top Government Talent	Diversity in SLG Leadership
Municipal broadband	The New Government Workplace	Public Safety Trends	State CIO Outlook

## > Federal market: editorial overview.

Our 2023 topics for ebooks. (Government Executive: 250+ leads & WashTech: 75 SI/contractor leads)

Q1	Q2	Q3	Q4
The State of Federal Labor Relations	Citizen Experience	Workforce Training Initiatives	Open Season Guide
DEI Initiatives	IRS Reforms	How to be a Better Manager	Best Dates to Retire
Budget Outlook	The Hybrid Workplace	Understanding TSP Options	Recruitment and Retention
Green Government D	Top 100 in Depth	FY2024 Outlook	Pay and Benefits Outlook
Mergers & Acquisitions	BD and Capture	VA Transformation	R&D Priorities
GWACs & MACs		Market Disruptors	Procurement and Contracting Trends

The Human Capital Crunch

## > Federal IT market: editorial overview.

Our 2023 topics for ebooks. (Nextgov & FCW: 150+ leads)

Q1	Q2	Q3	Q4
Quantum Computing	Health Tech	Automation	Space Tech
Cryptocurrency	Remote and Hybrid Work	Zero Trust/Identity Management	Cloud Innovations
CX in Action	IT Modernization	Next-Gen Computing (HPC, Supercomputing)	Federal Electric Vehicle Investment
Administration Cyber Priorities	Biometrics	Tech Workforce Update	5G & Connectivity
Remote Work Tech	Cloud Security	IT Modernization Trends	Workplace AI/RPA
SaaS Innovations	IT Budget Outlook	NASA SEWP	Unpacking the NDAA
VA Acquisition	DHS Acquisition	NITAAC	Next Steps for CMMC
Software Bill of Materials	CX	CDM	FITARA

## > Defense market: editorial overview.

Our 2023 topics for ebooks. (Defense One: 150+ leads).

Q1	Q2	Q3	Q4
Information Warfare	Future of the Air Force	Special Operations Technology	Space Trends
Connect Everything: JADC2 & Networks	The Future of Cybersecurity	Missile Defense	Future of the Army
Allies & Partners: Trends in Coalition Warfare	Training and Simulation	C4ISR	Intel and Analytics

## Cornerstone editorial coverage.

### > State + Local.

State Government Outlook

Budget Outlook

Human Capital + Workforce  
Management

Broadband Buildout

Infrastructure Innovation

Fighting Waste, Fraud + Abuse

Resilience + Risk Management

American Rescue Plan: Follow the  
Money

The Federal Factor: Mandates,  
Funding + Congress' Agenda

The Supreme Court and SLG

Post-COVID Cities: Economic  
Recovery and Transformation

Transportation Trends

Cybersecurity: Zero Trust

Cybersecurity: Ransomware

Cybersecurity: Identity and Access  
Management

Cybersecurity: DevSecOps

Cloud/Infrastructure: Broadband

Cloud/Infrastructure: Remote Work

Cloud/Infrastructure: Digital Services

Cloud/Infrastructure: Automation

Data/Analytics: Fraud Detection

Data/Analytics: Mapping

Data/Analytics: Data Privacy

Data/Analytics: Predictive Analytics

## Cornerstone editorial coverage.

### > Federal.

Fiscal 2024 Budget Outlook

Ethics, Transparency + Oversight

Federal Workforce

Open Season

President's Management Agenda

DEI in Government

Emergency/Disaster Management

Sustainable/Resilient Government

Labor Relations Outlook

Hybrid Work

Agency Transformations

Elections

IT Budget

EIS

GWACS

The Tech Workforce

IT Acquisition

Digital Services

NDAA Tech/Acquisition

Records Management

Shared Services

IRS IT

Cybersecurity

Oversight + Congress

Tech Budget Proposal

Health Tech

## Cornerstone editorial coverage.

### > Federal cont'd.

Quantum Computing

Cloud Challenges

Agency Data Strategies

Cybersecurity Advancements

Space Tech

Next-Gen CX

Tech Modernization Fund Coverage

Hybrid Work

Supply Chain Security

AI and Automation

CTO Interview Series

Software Factories

Innovators Interview Series

DevSecOps

Merger and Acquisition Special Report

Annual Top 100 Rankings

Fast 50 and Small Business Report

Procurement and contracting trends

Market Disruptors

Financial Market Insights

R+D Priorities

Trends in Human Capital

Market Forecast and Analysis

Agency Spotlight: Air Force

Agency Spotlight: HHS

Agency Spotlight: DISA

# Cornerstone editorial coverage.

## > Defense.

**Russia, Ukraine + NATO**

**China + Indo-Pacific**

**Land Warfare**

**Defense Industry Trends**

**2024 Defense Budget**

**Naval Warfare**

**Air Force**

**Military AI**

**Drones and Autonomy**

**Future Soldier Tech**

**DOD Networking**

**Electronic Warfare**

EDITORIAL OVERVIEWS BY BRAND:

**GovExec 360 cornerstone editorial  
coverage + eBooks.**

## > Government Executive: editorial overview.

	Q1 <i>(Jan - Mar)</i>	Q2 <i>(Apr - June)</i>	Q3 <i>(July - Sep)</i>	Q4 <i>(Oct - Dec)</i>
eBooks	Best Dates to Retire	Pay and Benefits Outlook	How to Be a Better Manager	CX
	DEI Initiatives in Government	IRS Reforms	Understanding TSP Options	Recruitment and Retention
	Budget Outlook	The State of Federal Labor Relations	FY2024 Outlook	Open Season Guide
	Green Government	Workforce Training Initiatives	VA Transformation	The Hybrid Workplace

### Cornerstone Editorial Coverage\*

Fiscal 2024 Budget Outlook	Ethics, Transparency + Oversight	Federal Workforce	Open Season
President's Management Agenda	DEI in Government	Emergency/Disaster Management	Sustainable/Resilient Government
Labor Relations Outlook	Hybrid Work	Agency Transformations	Elections

*\*These topics are offered throughout the year and may be applied against a variety of GovExec products.*

## > FCW: editorial overview.

	Q1 <i>(Jan - Mar)</i>	Q2 <i>(Apr - June)</i>	Q3 <i>(July - Sep)</i>	Q4 <i>(Oct - Dec)</i>
eBooks	Remote Work Tech	Cloud Security	FITARA	VA Acquisition
	SaaS Innovations	IT Budget Outlook	NASA SEWP	Unpacking the NDAA
	Workplace AI/RPA	DHS Acquisition	NITAAC	Next Steps for CMMC
	Software Bill of Materials	CX	CDM	IT Modernization Trends

### Cornerstone Editorial Coverage

IT Budget	EIS	GWACS	The Tech Workforce
IT Acquisition	Digital Services	NDAA Tech/Acquisition	Records Management
Shared Services	IRS IT	Cybersecurity	Oversight & Congress

*\*These topics are offered throughout the year and may be applied against a variety of GovExec products.*

## > FCW Magazine: editorial overview.

	Feature Article	Agency Spotlight	Tech Spotlight	Other
Jan/ Feb	Cyber Shared Services/CDM	Intel Community - <b>SOLD</b>	Cloud Security - <b>SOLD</b>	Tech Budget Preview
Mar	Digital Services Team	IRS - <b>SOLD</b>	CX	3 Years After First Covid Lockdown
Apr/ May	Federal 100 / Government Hall of Fame	Navy - <b>SOLD</b>	Telecom/Eis	Cyber EO/2 Years
June/ July	Congress Spotlight	State - <b>SOLD</b>	Space/Satellite	WT Top 100
Aug	Login-Dot-Gov	USDA - <b>SOLD</b>	ICAM	Small Business IT Contracting
Sept/ Oct	Cyber Workforce	GSA/FAS - <b>SOLD</b>	Health IT - <b>SOLD</b>	Data Management
Nov/ Dec	Records Management	Veterans Affairs - <b>SOLD</b>	Software Factories - <b>SOLD</b>	2024 preview

## > FCW Magazine: editorial deadlines.

Issue	Space Close	Materials Due	Ad Measurement
January/February	1/20/2023	1/25/2023	TBD
March	2/27/2023	3/1/2023	TBD
April/May	3/28/2023	3/31/2023	TBD
June/July	6/6/2023	6/9/2023	TBD
August	7/11/2023	7/14/2023	TBD
September/October	9/5/2023	9/8/2023	TBD
November/December	10/17/2023	10/20/2023	TBD

## > Nextgov: editorial overview.

	Q1 (Jan - Mar)	Q2 (Apr - June)	Q3 (July - Sep)	Q4 (Oct - Dec)
eBooks	Quantum Computing	Health Tech	Automation	Space Tech
	Cryptocurrency	Remote and Hybrid Work	Zero Trust/Identity Management	Cloud Innovations
	CX in Action <i>*sold</i>	IT Modernization	Next-Gen Computing (HPC, Supercomputing)	Federal Electric Vehicle Investment
	Administration Cyber Priorities	Biometrics	Tech Workforce Update	5G & Connectivity

### Cornerstone Editorial Coverage

Tech Budget Proposal	Health Tech	Quantum Computing	Cloud Challenges
Agency Data Strategies	Cybersecurity Advancements	Space Tech	Next-Gen CX
Tech Modernization Fund Coverage	Hybrid Work	Supply Chain Security	AI and Automation
CTO Interview Series	Software Factories	Innovators Interview Series	DevSecOps

*\*These topics are offered throughout the year and may be applied against a variety of GovExec products.*

## > Washington Technology: editorial overview.

	Q1 (Jan - Mar)	Q2 (Apr - June)	Q3 (July - Sep)	Q4 (Oct - Dec)
eBooks	The Human Capital Crunch	Top 100 in Depth	Market Disruptors	R&D Priorities
	GWACs & MACs	BD and Capture Trends		Procurement and Contracting Trends

### Cornerstone Editorial Coverage

Merger and Acquisition Special Report	Annual Top 100 Rankings	Fast 50 and Small Business Report	Procurement and contracting trends
Market Disruptors	Financial Market Insights	R&D Priorities	Trends in Human Capital
Market Forecast and Analysis	Agency Spotlight: Air Force	Agency Spotlight: HHS	Agency Spotlight: DISA

*\*These topics are offered throughout the year and may be applied against a variety of GovExec products.*

## > Defense One: editorial overview.

	Q1 (Jan - Mar)	Q2 (Apr - June)	Q3 (July - Sep)	Q4 (Oct - Dec)
eBooks	Information Warfare	Special Ops	Future of the Air Force	Training and Simulation
	Connect Everything: JADC2 & Networks <i>*sold</i>	Future of the Army	Missile Defense	Space Trends
	Allies & Partners: Trends in Coalition Warfare	Cybersecurity	C4ISR	Intel and Analytics

### Cornerstone Editorial Coverage

Russia, Ukraine + NATO	China + Indo-Pacific	Land Warfare	Defense Industry Trends
2024 Defense Budget	Naval Warfare	Air Force	Military AI
Drones and Autonomy	Future Soldier Tech	DOD Networking	Electronic Warfare

*\*These topics are offered throughout the year and may be applied against a variety of GovExec products.*

> **GCN: editorial overview.**

	Q1 <i>(Jan - Mar)</i>	Q2 <i>(Apr - June)</i>	Q3 <i>(July - Sep)</i>	Q4 <i>(Oct - Dec)</i>
<b>eBooks</b>	Phishing	Ransomware	Zero Trust	Portable Identity
	Public Safety Tech	Broadband: Fiber, Wireless, Satellite and other options	Hybrid Office	Digital Transformation Success Stories
	Smart Cities	Fraud Detection	Location Intelligence	State Privacy Initiatives
	Municipal broadband	Emerging Tech	Disaster Response	IoT Security

**Cornerstone Editorial Coverage**

Cybersecurity: Zero Trust	Cybersecurity: Ransomware	Cybersecurity: Identity and Access Management	Cybersecurity: DevSecOps
Cloud/Infrastructure: Broadband	Cloud/Infrastructure: Remote Work	Cloud/Infrastructure: Digital Services	Cloud/Infrastructure: Automation
Data/Analytics: Fraud Detection	Data/Analytics: Mapping	Data/Analytics: Data Privacy	Data/Analytics: Predictive Analytics

*\*These topics are offered throughout the year and may be applied against a variety of GovExec products.*

> **GCN: ebooks.**

Title	Description	Launch Date	Creative Deadline Due	Key deliverables & investment
<b>Fraud Detection</b>	As fraud detection technology is more widely deployed in the wake of pandemic abuses, GCN takes a look at the best options for preventing and responding to fraud.	6/6/2023	5/23/2023	<p><b>150 SLG leads.</b></p> <p>Full page spread, brand recognition across landing page, &amp; dedicated promotional email announcing eBook launch. Multi-chapter PDF of articles that is professionally designed, gated, &amp; accessible on any device.</p> <p><b>\$15, 000 investment.</b></p>
<b>Emerging Tech</b>	GCN surveys the next technologies ready to make the jump from the lab to the public sector.	6/27/2023	6/13/2023	
<b>Zero trust</b>	As state and local agencies watch how zero trust rolls out for federal agencies, they are identifying priorities and making plans for deployment. This ebook looks at some of those efforts.	7/20/2023	7/06/2023	
<b>Hybrid office</b>	Now that workplace issues have settled down, GCN looks at the impact on state and local governments.	8/15/2023	8/01/2023	
<b>Location intelligence</b>	GCN looks at how state and local government are using place-based intelligence.	9/7/2023	8/24/2023	
<b>Disaster response</b>	From hurricanes to wildfires to floods, state and local agencies are bringing new tools and insights to the front lines. GCN looks at the latest trends in responder technologies.	9/26/2023	9/12/2023	



## > Route Fifty: editorial overview.

	Q1 <i>(Jan - Mar)</i>	Q2 <i>(Apr - June)</i>	Q3 <i>(July - Sep)</i>	Q4 <i>(Oct - Dec)</i>
eBooks	Reskilling and Upskilling	Closing the Digital Divide	Next-Gen Citizen Services	Emerging Transportation Issues
	Public Safety	State Budget Trends	Recruiting and Retaining Top Government Talent	Diversity in SLG Leadership
	Innovative Leaders	The New Government Workplace		State CIO Outlook

**Cornerstone Editorial Coverage\***

State Government Outlook	Budget Outlook	Human Capital & Workforce Management	Broadband Buildout
Infrastructure Innovation	Fighting Waste, Fraud & Abuse	Resilience and Risk Management	American Rescue Plan: Follow the Money
The Federal Factor: Mandates, Funding and Congress' Agenda	The Supreme Court and SLG	Transportation Trends	Post-COVID Cities: Economic Recovery and Transformation

\*These topics are offered throughout the year and may be applied against a variety of GovExec products.

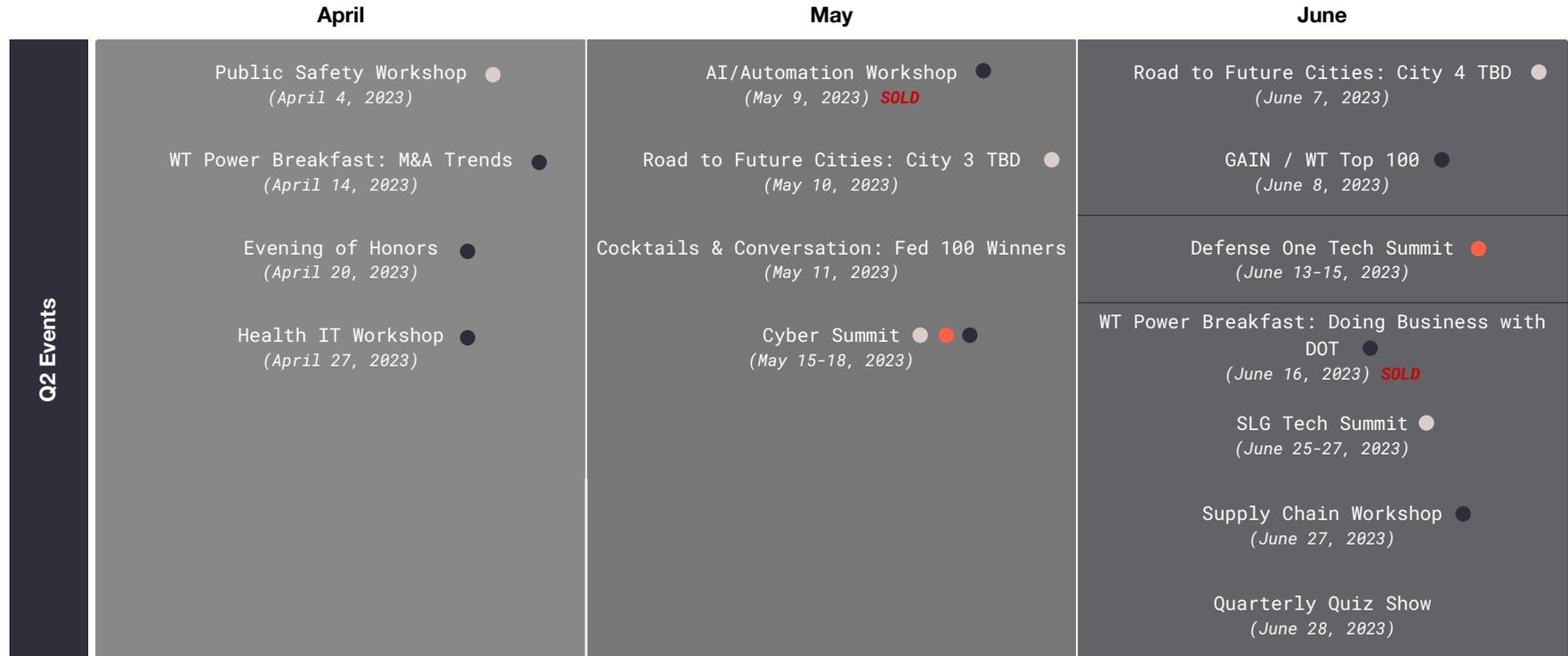
# GovExec 360 editorial events.

## > GovExec 360: Q1 events at-a-glance.

	January	February	March
Q1 Events	Next-Gen Computing Workshop ● ● <i>(January 19, 2023)</i>	Workforce Summit (4-Day) ● ● ● <i>(February 6-10, 2023)</i>	Emerging Tech + Modernization Summit ● ● <i>(March 6-9, 2023)</i>
	Public Health Forum (1-Day) ● ● <i>(January 26, 2023)</i>	Data Innovation Workshop ● <i>(February 15, 2023)</i>	State of Defense (4-6 Days) ● <i>(TBD)</i>
	WT Power Breakfast: SIs' Outlook ● <i>(January 27, 2023) SOLD</i>	Cocktails & Conversation: Topic TBD <i>(February 16, 2023)</i>	Defense Readiness Workshop ● <i>(March 14, 2023)</i>
		Zero Trust Workshop ● <i>(February 23, 2023) SOLD</i>	Infrastructure Forum (1-Day) ● <i>(March 15, 2023)</i>
		Road to Future Cities: City 1 TBD ● <i>(February 28, 2023)</i>	Quarterly Quiz Show <i>(March 16, 2023)</i>
			Pillars of Modernization Workshop ● <i>(March 23, 2023)</i>
			Road to Future Cities: City 2 TBD ● <i>(March 28, 2023)</i>
			Cyber Defenders #1 ● ● <i>(March 30, 2023)</i>

Legend: State + Local ● Federal ● Defense ●

## > GovExec 360: Q2 events at-a-glance.



Legend: State + Local ● Federal ● Defense ●

## > GovExec 360: Q3 events at-a-glance.

	July	August	September
Q3 Events	Future of Work Forum ● ● <i>(July 13, 2023)</i>	DoD Cloud Workshop ● ● <i>(August 8, 2023)</i>	Cyber Defenders #2 ● ● <i>(September 7, 2023)</i>
	WT Power Breakfast: Doing Business with VA ● <i>(July 14, 2023)</i> <b>SOLD</b>	Road to Future Cities: City 5 TBD ● <i>(August 9, 2023)</i>	Genius Machines Forum ● ● ● <i>(September 13, 2023)</i>
	GeoData & GIS Workshop ● ● <i>(July 20, 2023)</i>	Identity Security Workshop ● ● <i>(August 15, 2023)</i>	Future Cities Summit (2-Day / one in person non-DC, one virtual) ● <i>(September 18-19, 2023)</i>
		Cocktails & Conversation: Defense One 10th anniversary ● <i>(August 24, 2023)</i>	WT Power Breakfast: Trends in Human Capital ● <i>(September 22, 2023)</i>
		Data & Analytics Summit ● ● <i>(August 28-31, 2023)</i>	Quarterly Quiz Show <i>(September 28, 2023)</i>

Legend: State + Local ● Federal ● Defense ●

## > GovExec 360: Q4 events at-a-glance.

### October

### November

### December

Q4 Events

Follow the Money Forum ●  
(October 3, 2023)

GAIN/Market Preview ● ● ●  
(October 5, 2023)

WT Power Breakfast: AI/ML Opportunities ●  
(October 6, 2023) **SOLD**

Cloud Summit ● ● ●  
(October 16-19, 2023)

Resilience Workshop ● ●  
(October 24, 2023)

CMMC Forum ●  
(October 26, 2023)

Pay & Benefits Workshop ●  
(October 2023)

Telecom & 5G Forum ● ●  
(November 1, 2023)

Defense One 10th Anniversary Summit ● ●  
(November 2, 2023)

GovExec Tech Forecast ● ● ●  
(November 9, 2023)

WT Power Breakfast: Doing Business with  
DHS ●  
(December 1, 2023) **SOLD**

Emergency Preparedness Workshop ● ●  
(December 5, 2023)

Cocktails & Conversation: Rising Stars ●  
(December 7, 2023)

CX Workshop ●  
(December 12, 2023)

Quarterly Quiz Show  
(December 13, 2023)



Government Executive

Nextgov

Defense One

Route Fifty

FCW

GCN

Washington Technology

Defense Systems

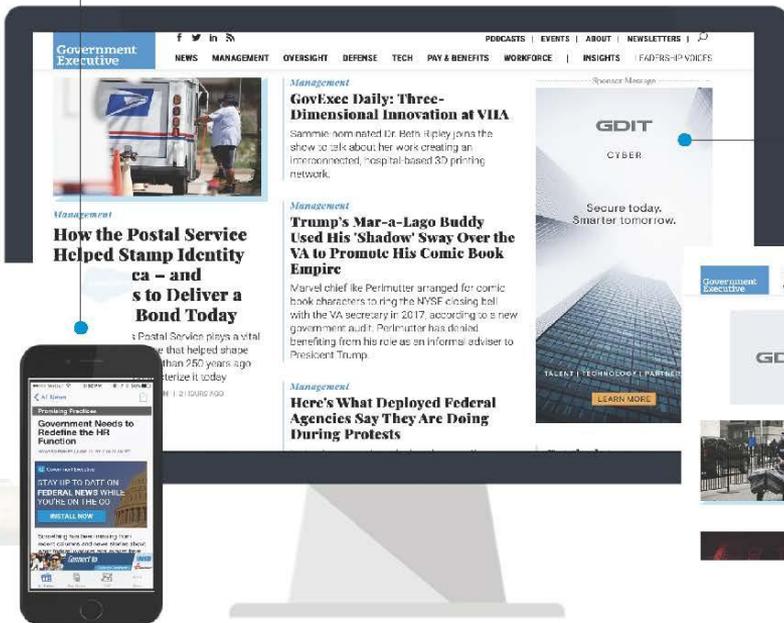
## Display Dimensions

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Tower: 300 x 600px	✓	✓	✓	✓	✓	✓	✓	✓
Leaderboard: 728 x 90px	✓	✓	✓	✓	✓	✓	✓	✓
Billboard: 970 x 250px	✓	✓	✓	✓	✓	✓	✓	✓
Mobile Site: 300 x 150px; 300 x 250px	✓	✓	✓	✓	✓	✓	✓	✓
Mobile App: 414 x 50px; 375x50; 320x 50px	✓							
Welcome Ad: 640 x 480px	✓	✓	✓	✓	✓	✓	✓	✓
Catalyst: 1200 x 475* *must be a site served .jpg/.png	✓	✓	✓	✓	✓	✓	✓	✓
Video Cineflex HPTO: 1280 x 720px			✓					

**Newsletter Specs:** Title, 50-75 words body copy & call to action with hyper-linked clickthrough URL. Click-trackers only are accepted.

**Technical Specs:** Image files or HTML5 accepted | **Max file size:** 150K | **FPS:** 18-24

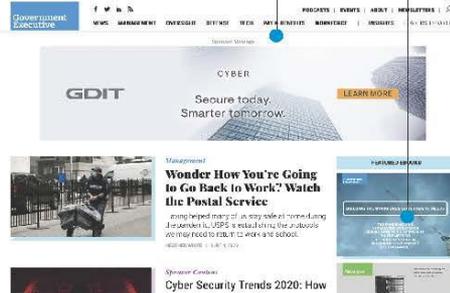
## WELCOME AD



## TOWER

## BILLBOARD

## BLOCK



# DIGITAL SPECIFICATIONS

## FORMATS ACCEPTED

We accept 3rd party and campaign manager tags for all placements except the catalysts

File types accepted: .gif, .jpg, .png, HTML5, Flash V9 or lower  
Rich media is accepted

## DISPLAY DIMENSIONS

**Block:** 300x250  
**Tower:** 300x600  
**Leaderboard:** 728x90  
**Billboard:** 970x250  
**Mobile App:** 414x50, 375x50; 320x50  
**Mobile Site:** 300x150; 300x250  
**Welcome Ad:** 640x480  
**Catalyst:** 1200x475\*  
*\*must be a site served .jpg/.png*

## TECHNICAL SPECS

**Max file size:** 150K  
**FPS:** 18-24  
**Max Animation:** 15-30 seconds  
**Max # of loops:** unlimited

## NEWSLETTER

**Specs:** Title, 50-75 words body copy & call to action with hyper-linked clickthrough URL.  
Click-trackers only are accepted.