



Washington
Technology



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EDITORIAL OVERVIEWS BY MARKET:

**GovExec 360 cornerstone editorial
coverage + eBooks & special reports.**

> State + Local market: editorial overview.

Our 2023 topics for ebooks and special reports.

Q1	Q2	Q3	Q4
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
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	Public Safety Trends	State CIO Outlook

> Federal market: editorial overview.

Our 2023 topics for ebooks and special reports.

Q1	Q2	Q3	Q4
Best Dates to Retire	Pay and Benefits Outlook	Understanding TSP Options	Open Season Guide
Green Government	IRS Reforms	How to be a Better Manager	CX
Budget Outlook	The State of Federal Labor Relations	FY2024 Outlook	Recruitment and Retention
DEI Initiatives	Workforce Training Initiatives	VA Transformation	The Hybrid Workplace
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

> Federal IT market: editorial overview.

Our 2023 topics for ebooks and special reports.

Q1	Q2	Q3	Q4
Software Bill of Materials	CX	CDM	IT Modernization Trends
Quantum Computing	Health Tech	Automation	Federal Electric Vehicle Investment
Administration Cyber Priorities	Remote and Hybrid Work	Tech Workforce Update	Space Tech
CX in Action	IT Modernization	Zero Trust/Identity Management	Cloud Innovations
Cryptocurrency	Biometrics	Next-Gen Computing (HPC, Supercomputing)	5G & Connectivity
The Human Capital Crunch	Top 100 in Depth	Market Disruptors	R&D Priorities
GWACs & MACs	BD and Capture Trends	The Human Capital Crunch	Procurement and Contracting Trends

> Defense market: editorial overview.

Our 2023 topics for ebooks and special reports.

Q1	Q2	Q3	Q4
Information Warfare	Special Ops	Future of the Air Force	Training and Simulation
Connect Everything: JADC2 & Networks	Future of the Army	Missile Defense	Space Trends
Allies & Partners: Trends in Coalition Warfare	Cybersecurity	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.

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

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>	WT Power Breakfast: Doing Business with USAF <i>(March 10, 2023)</i> SOLD ●
	WT Power Breakfast: SIs' Outlook ● <i>(January 27, 2023)</i> SOLD	Cocktails & Conversation: Topic TBD <i>(February 16, 2023)</i>	Defense Readiness Workshop ● <i>(March 14, 2023)</i>
		Zero Trust Workshop ● <i>(February 23, 2023)</i> SOLD	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 ● ● (July 13, 2023)	DoD Cloud Workshop ● ● (August 8, 2023)	Cyber Defenders #2 ● ● (September 7, 2023)
	WT Power Breakfast: Doing Business with VA ● (July 14, 2023) SOLD	Road to Future Cities: City 5 TBD ● (August 9, 2023)	Genius Machines Forum ● ● ● (September 13, 2023)
	GeoData & GIS Workshop ● ● (July 20, 2023)	Identity Security Workshop ● ● (August 15, 2023)	Future Cities Summit (2-Day / one in person non-DC, one virtual) ● (September 18-19, 2023)
		Cocktails & Conversation: Defense One 10th anniversary ● (August 24, 2023)	WT Power Breakfast: Trends in Human Capital ● (September 22, 2023)
		Data & Analytics Summit ● ● (August 28-31, 2023)	Quarterly Quiz Show (September 28, 2023)

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)

Legend: State + Local ● Federal ● Defense ●



Government Executive

Nextgov

Defense One

Route Fifty

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Washington Technology

Defense Systems

Display Dimensions

Block: 300x250px	✓	✓	✓	✓	✓	✓	✓	✓
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

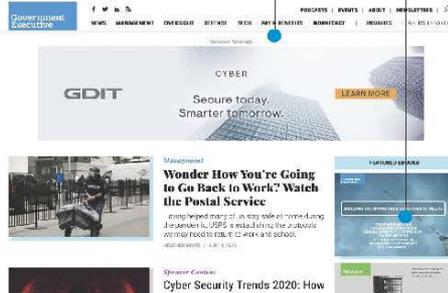
WELCOME AD



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*

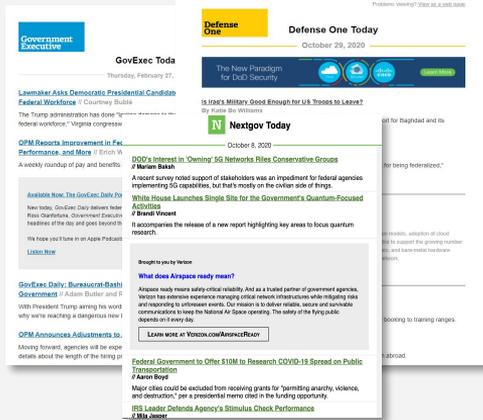
TECHNICAL SPECS

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.

➤ Starter program rates.



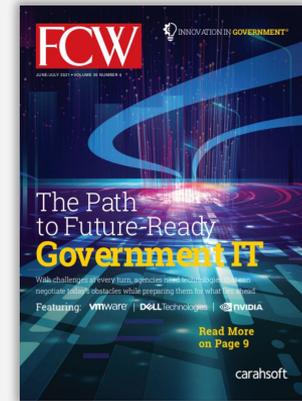
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Each GovExec brand distributes an editorial newsletter covering the need-to-know news and analysis of the day. Exclusive sponsorship with 100% SOV.

Investment per day:
\$3,000-\$5,500



Webcasts
Digital experiences that provide the opportunity to drive thought leadership, elevate your content, and discuss a timely topic with relevant speakers. The webcast+ features a 10-minute SME interview at the end of the webcast.

Webcast (45 min): \$22,500
Webcast+ (60 min): \$30,000



FCW Print Ads
Get your message in the hands of government IT buying teams from C-Level Executives to Program Managers in dynamic print formats.

Full-page ad: \$12,000
Half-page ad: \$8,000