

2014 CONTENT/ARTICLE PARTNER

FEDagent.com

The free weekly e-report for Special Agents, law enforcement and homeland security officials.



WHAT IS FEDAGENT?

- Free to subscribers. Sent via email on Thursday afternoons. All articles within the e-report post on FEDagent's site (www.FEDagent.com).
- Reports on news and legislation relevant to the federal workforce, information on pay and benefits, takedowns from federal law enforcement, and case law updates.
- We have a blog (www.FEDagent.com/blog), are on Twitter (www.twitter.com/FEDagentNews), and Facebook (www.facebook.com/FEDagent1811).
- FEDagent is able to be a free resource to the federal workforce because of the support of advertisers and sponsored content providers.

WHO READS FEDAGENT?

- FEDagent gives you access to **48,500 subscribers** in the federal workforce. Our e-report publishes each week to all of our subscribers.
- According to our 2014 survey, **36% of our readership are GS-13, 17% are GS-14, 8% are GS-15, and 2% are SES.** The majority of our readers work in law enforcement, criminal investigation, and management.
- **Over half** of our readership stated that they **forward FEDagent to a colleague.**

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WHAT TYPES OF ARTICLE PACKAGES ARE OFFERED?

Each of our regular article agreements and blog article agreements (www.fedagent.com/blog) are for a minimum period of a year. The frequencies listed under pricing refer to how often an article runs, not the length of a campaign. If you would like to do a one-off article, you may be more interested in 'The Marketplace' Packages. If you are promoting an educational event/program, see our 'Educate Yourself' one article rate below.

Articles are written by the content partner and submitted to FEDmanager for review before they publish. If you want to sponsor content but do not want to write the content, you may be more interested in 'Native Advertising/ Article Sponsoring'.

REGULAR ARTICLE PACKAGES

Package	Banner ad on Website	Banner ad in email e-report	Side Ad on Website	Article on Website & in e-report	Results of Campaign by Request	Annual Pricing
Gold Package	Yes	Yes	Yes	Yes	Yes	Weekly : \$48,000 Monthly : \$36,000 Quarterly : \$12,000
Silver Package	No	No	Yes	Yes	Yes	Weekly : \$40,000 Monthly : \$30,000 Quarterly : \$10,000

'EDUCATE YOURSELF' COLUMN PACKAGES

Package	Article on Website & in e-report	Second Week of Running Article in E-report and on Website	Social Media promotion	Results of Campaign by Request	Pricing
'Educate Yourself' Plus	Yes	Yes	Yes	Yes	\$4,000
'Educate Yourself' Basic	Yes	No	Yes	Yes	\$2,000

BLOG ARTICLE PACKAGES

Package	Blog Post	Frequency	Social Media promotion	Results of Campaign by Request	Annual Pricing
Gold Package	Yes	Weekly	Yes	Yes	\$24,000
Silver Package	Yes	Monthly	Yes	Yes	\$12,000

BEST PRACTICES FOR ARTICLES

1. Try to make your article educational in nature.
2. At the end of the article, link to a landing page where readers can download more information and you can collect leads.
3. Think about offering a special promotion for readers.
4. Think outside the box. We have the capability to embed videos, survey questions, etc. on our site, so don't feel confined to a text-only article.

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