

2014 ADVERTISING/PARTNERSHIP OVERVIEW



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 TYPE OF ADVERTISING / CONTENT PARTNERSHIPS ARE OFFERED?

Advertising:

Open Season Advertising Packages

We offer several special packages just for open season. The top package in this category includes radio show air time, native advertising or an article in our newsletter and on our website, banner advertising, and social media promotion.

'The Marketplace' Packages

'The Marketplace' is a new special column that runs on the FEDagent website and in the FEDagent newsletter when we have a product to feature. 'The Marketplace' offers an advertiser space to highlight their product or service to our readers.

Banner Advertising

FEDagent offers banner advertising on its website and in its newsletters. With our website redesign in 2014, our new age banner advertising is more interactive and eye-catching than traditional banner advertising.

Content Partnerships:

Articles

Is your organization interested in providing weekly, monthly, or quarterly educational content for FEDagent? If so, having an article or blog with FEDagent is a great way to not only reach our audience but to establish yourself as an expert in your company's arena to our readership. This translates to increased good will and brand recognition with the federal workforce.

We also offer one-off articles in our 'Educate Yourself' column to promote educational events/programs.

Native Advertising/ Article Sponsoring

Sponsor a column's content weekly, monthly, or quarterly. We will use native advertising on our website and e-report to drive traffic back to your site. It's a way to gain the increased good will and brand recognition with the federal workforce without dealing with content creation.

2014 OPEN SEASON AD SHEET



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



WHAT OPEN SEASON ADVERTISING PACKAGES ARE OFFERED?

All packages run for a duration of 2 weeks.

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

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

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

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

Contact Chelsea Sisson (csisson@shawbransford.com), online editor.

2014 'THE MARKETPLACE' PACKAGES



ABOUT 'THE MARKETPLACE' COLUMN

'The Marketplace' offers an advertiser the space to highlight their product or service to our readers. It is an article that features a product or service. The product or service can be for our audience's personal or professional use. 'The Marketplace' column comes with advertising.

'THE MARKETPLACE' PACKAGES

Package Name	Article on Website	Article in Email Newsletter	Side Ad on Website	Social Media Promotion	Results of campaign by request	Weeks article and ads run	Price
'The Marketplace' Premier Package	Yes	Yes	Yes	Yes	Yes	2	\$3,000
'The Marketplace' Package	Yes	Yes	Yes	No	Yes	1	\$2,000

BEST PRACTICES FOR COLUMN

1. At the end of the article, link to a landing page where readers can download more information and you can collect leads.
2. Think about offering a special promotion for FEDagent readers.
3. 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.

2014 BANNER ADVERTISING



WHAT TYPES OF BANNER ADVERTISING ARE OFFERED?

BANNER AD PACKAGES

Package	Banner ad on Website	Banner ad in email e-report	Side Ad on Website	Results of Campaign by Request	Pricing
Diamond Package	Yes	Yes	Yes	Yes	Weekly : \$1,000 Monthly : \$2,000 Annual : \$19,200 (20% discount off monthly rate)
Platinum Package	Yes	Yes	No	Yes	Weekly : \$800 Monthly : \$1,600 Annual : \$15,360 (20% discount off monthly rate)
Gold Package	No	Yes	Yes	Yes	Weekly : \$700 Monthly : \$1,400 Annual : \$13,440 (20% discount off monthly rate)
Silver Package	Yes	No	No	Yes	Weekly : \$500 Monthly : \$1,000 Annual : \$9,600 (20% discount off monthly rate)
Bronze Package	No	Yes	No	Yes	Weekly : \$500 Monthly : \$1,000 Annual : \$9,600 (20% discount off monthly rate)
Basic Package	No	No	Yes	Yes	Weekly : \$250 Monthly : \$500 Annual : \$6,000

SPECIAL TEXT OVERLAY ON WEBSITE ADS

As part of a 2014 website redesign, we now offer more interactive ads that have a text overlay when you mouse over them. We only offer this for banner ads on the website. You can see interactive examples on www.fedagent.com.

2014 CONTENT/ARTICLE PARTNER



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.

2014 NATIVE ADVERTISING



WHAT TYPES OF NATIVE ADVERTISING/ ARTICLE SPONSORSHIP ARE OFFERED?

Each of our article sponsorship/native advertising agreements are for a minimum period of a year. The frequencies listed under pricing review to how often an article runs, not the length of a campaign.

Articles are written by FEDagent, and sponsored by the content partner. Right now, content partners can either sponsor the 'Top News' article (leading general news story for the week) or the 'Takedown' article. The content partner will be called out in the beginning and end of the article they sponsor with a box, and a link to a landing page.

NATIVE ADVERTISING PACKAGE

Package	Banner ad on Website	Banner ad in email e-report	Side Ad on Website	Sponsored 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

Best Practices for Native Advertising:

1. Create a landing page with more information and a form where you can collect leads.
2. Offer special promotions with your sponsored text just for our readership.

2014 NATIVE ADVERTISING



WHAT DOES NATIVE ADVERTISING LOOK LIKE ON THE HOMEPAGE?



20 May 2014

GSA, NHSTA PARTNER TO TEST VEHICLE SAFETY DEVICES ON FEDERAL FLEET

Written by GEICO. Posted in GEICO's Good Stuff

GEICO's Good Stuff is a column series highlighting great stuff happening in the federal community.

A new partnership was announced last week to test and evaluate potential vehicle safety devices on the federal government's automotive fleet.

A Memorandum of Understanding between the General Services Administration (GSA) and the Department of Transportation's National Highway Traffic Safety Administration (NHTSA) was inked last week by GSA Administrator Dan Tangherlini and NHTSA Acting Administrator David Friedman.

GSA and NHTSA will work together to:

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WHAT DOES NATIVE ADVERTISING LOOK LIKE ON THE FULL ARTICLE?

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GSA and NHTSA will work together to:

- Develop a process to learn about the most beneficial vehicle safety technologies
- Create a research program to pilot and evaluate safety technologies/approaches for the federal vehicle fleet
- Improve the way information on potential defects, problems and issues are coordinated between the agencies
- Ensure that federal vehicles subject to recalls are repaired as quickly and comprehensively as possible
- Incorporate the most current understanding of safety technologies and approaches into the government-wide fleet policy.

"Hi-tech innovation plays a critical role in everything we do here at GSA, from ordering basic supplies with a simple tap of a screen to controlling energy consumption for millions of square feet of federal space with one click. We're excited to bring this same level of innovation to the federal fleet program in an effort to adopt the best safety measures possible for federal drivers and the American people," said GSA Administrator Tangherlini.

"Safety is our top priority, that's why NHTSA is excited about teaming up with GSA to help ensure the right vehicle safety technologies are available across the federal fleet and that valuable information is shared across agencies so we can help make our roadways the safest in the world," said NHTSA Acting Administrator Friedman.

These good government stories are brought to you by GEICO. If you think this is good, click here and get a free quote – you could get some good news yourself!

Tags: NHTSA

WHAT DOES NATIVE ADVERTISING LOOK LIKE ON THE E-REPORT EMAIL?



GEICO'S GOOD STUFF

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