

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.