

## 2014 NATIVE ADVERTISING

# 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](http://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](http://www.FEDagent.com/blog)), are on Twitter ([www.twitter.com/FEDagentNews](http://www.twitter.com/FEDagentNews)), and Facebook ([www.facebook.com/FEDagent1811](http://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.**

# 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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