

# 2014 OPEN SEASON AD SHEET



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.**

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## 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](mailto:csisson@shawbransford.com)), online editor.