

BUY ONE GET ONE FREE

For a limited time, ads placed in TEXAS GOVERNMENT INSIDER will also appear in GOVERNMENT CONTRACTING PIPELINE, FREE!



Strategic Partnerships, Inc.
Partnering Public & Private Entities

Advertise in Key Government Publications

Reach public officials and purchasers nationwide at every level of government.

With a subscriber base of over 26,000 and growing, *Government Contracting Pipeline* and *Texas Government Insider* are weekly online publications featuring the latest insider information relevant to the business of government. Subscribers include:

- Elected government officials, including city and county executives
- Purchasers, program directors, executive staff
- K-12 and higher education decision-makers
- Vendors in search of public sector contracting opportunities
- Business and regional community leaders from all industry sectors
- Associations that redistribute the newsletters to members

Benefits of Targeted E-Newsletter Advertising include:

- Precise targeting wrapped around critical local, statewide and federal news
- Economical way to reach public sector decision-makers with a specific message
- Ad space that links readers to your Web site or a marketing piece of your creation

Pricing and Specifications are:

Texas Government Insider Advertising

Ad Position	Ad Size (Pixels)	4-week Run	12-week Run
Header Banner*	755 x 80	\$400/wk	\$300/wk
Footer Banner*	755 x 80	\$200/wk	\$125/wk
Full Height Ad	490 x 180	\$250/wk	\$150/wk
Half Ad	490 x 90	\$150/wk	\$100/wk
Right Column Square	207 x 154	\$125/wk	\$75/wk

Government Contracting Pipeline Advertising

Ad Position	Ad Size (Pixels)	4-week Run
Banner Ad	644 x 77	\$400/wk
Full Height Ad	621 x 154	\$250/wk
Half Height Ad	621 x 77	\$200/wk

- ❖ Purchase of ad in *Texas Government Insider* will also include an ad with a pixel size of 621 x 77 in *Government Contracting Pipeline*. Ad is seen twice each week (once in each publication.)
- ❖ Research shows that advertisements run in a frequency of four weeks or more, as opposed to one or two, have more than double the impact on the company's ROI.
- ❖ Advertising space for both publications is limited.
- ❖ Advertisers must provide all camera-ready artwork files. (Most ads link to a one-page, specific-service document or to advertiser's Web site.)

Contact the SPI Sales Team at (512) 531.3900 or sales@spartnerships.com for more information.

Strategic Partnerships Inc. (SPI) is a unique public affairs firm that specializes in procurement consulting, market research, government affairs, knowledge transfer and public-private partnerships.