

Advertise in Government Publications

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

Texas Government Insider and ***Government Contracting Pipeline*** are weekly publications that reach over 26,000 opt-in subscribers. The loyal subscriber base includes:

- Elected government officials;
- Purchasers, program directors, executive staff;
- City and county executives;
- K-12 and Higher Education decision makers;
- Vendors in search of public sector contracting opportunities;
- Business and regional community leaders from all industry sectors; and
- Associations that re-distribute the newsletters to members.

FOR A LIMITED TIME, ADS PLACED IN ***TEXAS GOVERNMENT INSIDER*** WILL ALSO BE PLACED IN OUR NATIONAL PUBLICATION, ***GOVERNMENT CONTRACTING PIPELINE*** AT NO ADDITIONAL COST.

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 can link readers to your website or a marketing piece of your creation; and
- Ad is seen twice each week (once in each publication).

Pricing is as follows:

Ad Position	Ad Size (Pixels)	4 Week Run	12 Week Run
Header Banner*	697 x 90	\$400/wk	\$300/wk
Footer Banner*	697 x 90	\$200/wk	\$100/wk
Large Ad	490 x 180	\$250/wk	\$150/wk
Medium Ad	207 x 154	\$150/wk	\$75/wk

* Each issue will include only one (1) header and one (1) footer banner.

- ❖ Purchase of ad in *Texas Government Insider* will also include an ad with a pixel size of 621 x 77 (a \$200/wk value) in *Government Contracting Pipeline*. Most ads link to a one page specific service document or to the advertisers website.
- ❖ Research shows that advertisements that run in 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. Each edition has a limited amount of ad space.

Contact Cayah Haney at (512) 531.3900 or chaney@spartnerships.com for more information

Strategic Partnerships, Inc. (SPI) is a 16-year old business development firm. With offices in Austin, TX and Washington, DC, SPI is recognized nationally as the premier procurement consulting firm.