



## Texas Government Insider Advertising Rate Schedule

With a subscriber base of over 12,500 and growing, *Texas Government Insider* (TGI) is a weekly publication detailing important happenings in the state and summarizing current political issues relevant to those doing business with government. This publication provides a synopsis of the week's government contracting news and events, interviews with key 'government insiders,' and analyses by SPI's team of experienced researchers, consultants, and subject matter experts. It also covers upcoming conferences, agency hearings, gubernatorial appointments, hard-to-come-by public sector procurement information, and relevant data and research from SPI. Subscribers include:

- Elected government officials, including city and county executives
- Purchasers, program directors, and 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 membership base

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 Website or a marketing piece of your creation

*TGI reaches public officials and purchasers nationwide at every level of government.*

### Texas Government Insider Advertising Pricing & Specifications

Ad Position (Pixels)	3 Months	6 Months	9 Months
Full Height Ad (490 x 180)	\$300/wk	\$275/wk	\$250/wk
Right Column (240 x 240)	\$275/wk	\$250/wk	\$200/wk
Half Height Ad (490 x 90)	\$250/wk	\$200/wk	\$175/wk

*\*Discount provided for multiple months.*

- 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 is limited
- Advertisers must provide all camera-ready artwork files of at least 300ppi in PNG/JPEG format
- Most ads hyperlink to a one-page, specific-service document or to advertiser's Website
- Individual or combined rates are available at discount
- Multiple months provide larger discounted rate and flexibility to make ad changes quarterly

Contact the SPI sales team at (512) 531-3900 or [sales@spartnerships.com](mailto:sales@spartnerships.com) for more information.