



Government Contracting Pipeline Advertising Rate Schedule

With a subscriber base of over 4,500 and growing, *Government Contracting Pipeline* is a nationally focused, weekly publication targeted to government contractors and government executives. It provides ‘insider information’ from a team of seasoned researchers, public sector procurement consultants, and budget analysts known for their in-depth analysis of state and local governmental agencies, upcoming opportunities, and public sector procurement trends. Specifically, *Government Contracting Pipeline* includes, but is not limited to, the following:

- A weekly column by a renowned expert on public-private partnerships, Mary Scott Nabers, author of “Collaboration Nation”
- News about recently announced government contracting opportunities, compiled from all across the country
- Upcoming public sector contracting opportunities
- Recent news about public-private partnerships

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

The Premiere Source For Government Contracting News

Government Contracting Pipeline

Advertising Pricing & Specifications

| Ad Position (Pixels) | 3 Months | 6 Months | 9 Months |
|-------------------------------|-------------|-------------|-------------|
| Full Banner Ad (600 x 180) | \$275/wk | \$250/wk | \$225/wk |
| Half Banner Ad (600 x 90) | \$250/wk | \$225/wk | \$200/wk |
| Half Ad (290 x 180) | \$225/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 changes to ad quarterly

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