

With 1.9 million civilian workers (including DOD civilians) and 1.4 million uniformed personnel, the federal government is the largest single employer in the United States (Source: White House 2008 budget numbers and OSD). Keeping that workforce informed on pertinent news and information that impacts their careers is critical.

That's why federal employees turn to Federal Employees News Digest (FEND). For more than 59 years, FEND has served as a leading provider of books, newsletters and other information services to employees of the federal government and the U.S. Postal Service. As a trusted source for news and reference materials, the FEND product portfolio presents an ideal forum for savvy advertisers looking to reach and impact thousands of engaged federal government readers (both active and retired).

PRACTICAL AND RELIABLE INFORMATION FEDS NEED AND USE

Federal Daily, FEND's weekly e-mail newsletter and an extension of FederalDaily.com, ensures that feds don't miss a headline by delivering the top 6-10 newsbriefs of the week directly to their in-box each Monday. With more than 55,000 opt-in subscribers, *Federal Daily* keeps federal government professionals abreast of the latest developments impacting their jobs, as well as their personal livelihoods. It gives subscribers what they need to know in an easy-to-read and review format on topics such as:



- ◆ Legislation and regulation affecting the federal workplace
- ◆ Union, labor and management issues
- ◆ Federal pay and benefits
- ◆ Financial planning
- ◆ Federal retirement programs

HIGH-IMPACT ADVERTISING NOW AVAILABLE . . . RESERVE YOUR SPACE TODAY

Federal Daily offers advertisers a targeted opportunity to enhance and maximize marketing strategies within a dynamic platform that generates leads, drive sales and reinforces brand leadership/preference. Contact your media consultant to reserve your exclusive placement today!

SPONSORSHIP	BENEFITS	1x to 5x (net/week)*	6x or more (net/week)*
Exclusive sponsor	All benefits from both the top and middle sponsorships	\$3,500	\$3,000
Top sponsor	336 x 280 banner, 4 lines of promotional copy (maximum 100 characters per line), linking URL	\$2,500	\$2,000
Middle sponsor	728 x 90 banner, 4 lines of promotional copy (maximum 100 characters per line), linking URL	\$2,000	\$1,750

E-Newsletter Specifications:

Banner artwork: 336 x 280 or 728 x 90, maximum size 25k, GIF or JPG format
Click-thru URL

Media Shipping

Attn: Zachary Binder, Online Production Coordinator
1105 Media, Inc.
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
(818) 734-1520 ext. 217 ♦ zbinder@1105media.com

Spotlight the distinct value you can provide federal employees with your product offerings. To schedule your high-impact campaign in *Federal Daily*, contact your media consultant or Maxine Lunn at (703) 876-5102 or mlunn@1105govinfo.com.

* Credit card payments will be charged a 3% processing fee