government technology | Governing

Digital Advertising Guide

Build Awareness Through our Network of 3 Audiences

government technology

At GovTech, we provide a dynamic platform for decision-makers seeking innovative solutions to enhance public services and operations. Our audience includes CIOs, IT directors, and other top government officials who look to us for the latest in tech trends, products, and services.

Governing

At Governing, we offer a strategic platform for leaders who shape policy and manage public sector initiatives. Our audience comprises mayors, city managers, and other key policymakers who rely on us for cutting-edge insights into governance practices, policy development, and public management strategies.

CENTER FOR DIGITAL EDUCATION

At the Center for Digital Education, we offer a vibrant platform for education technology leaders who are looking for best practices to help them support their institutions and districts. Our audience includes superintendents, CTOs, and other key educational professionals who depend on us for the latest in educational technology trends, tools, and practices.

This guide offers detailed coverage, audience demographics, and advertising opportunities, enabling technology vendors to reach key government figures involved in digital transformation, launch new products, and expand market reach through GovTech and Governing.

Our Digital Differentiators

Leading the Industry for Over 40 Years: Your Gateway to Digital Government Solutions

- **Trusted Authority:** We hold the strongest reputation for reliability and authority in our field, making us a trusted resource for professionals seeking expert guidance and the latest developments in government and education technology over the last 40 years.

- **Verified Audience:** We are an opt-in audience, with both audience and research teams who verify contact information for our state and local government officials subscribers. Unlike social media or programmatic advertising, we can guarantee that you reach high-level government.

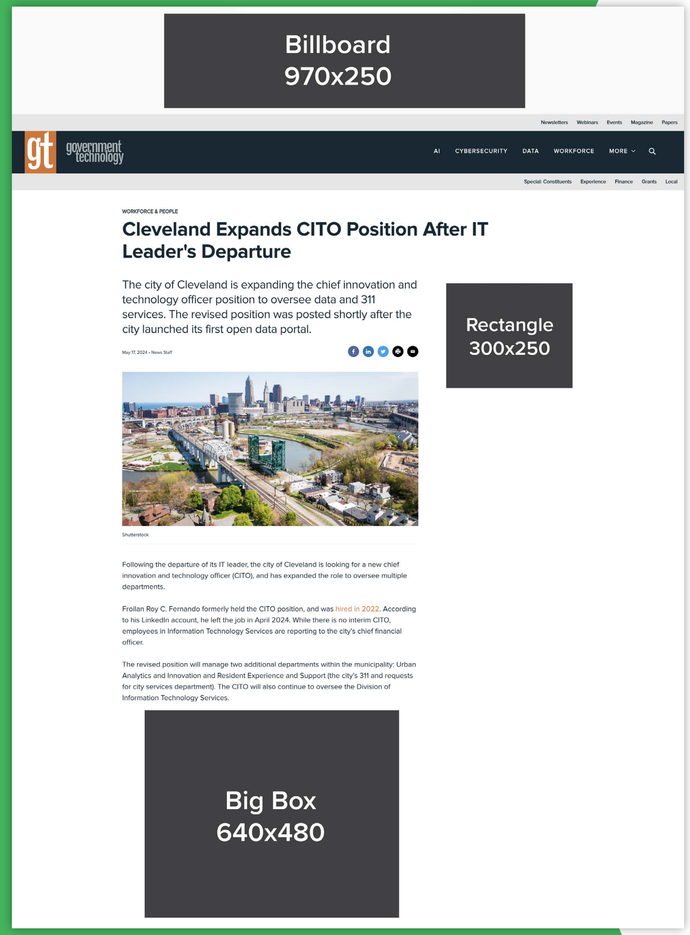
- **Industry Recognition:** We receive 1-2x industry benchmarks for digital performance and honor the best industry performers in our annual SLEDie awards.

- **Comprehensive Analysis:** We provide analysis and recommendations for all campaigns. Use us as a trusted partner for ideas, messaging, and strategy verification at no extra cost.

- **Integrated Campaign Approach:** We offer an integrated campaign approach offering research, events, content, demand gen, and digital teams all in one place.

- **Award-Winning Publications:** We're more than just a website. Our magazines make the news, and have won digital magazine of the year, awarded by ASBPE.

Banner Ads



Enhance Visibility and Engagement with High Impact IAB Standard Banner Ads.

With over 1 million available impressions per month, we have high availability for a wide range of budgets.

Interstitial/In Article "Big Box" Ads (640x480): Full-page ads that appear before a visitor reaches their intended webpage, and in-line with article content (desktop), these capture full attention briefly, making a strong impact.

- Our most successful ad with 0.40% click through rate (CTR) exceeds industry benchmarks by 2x
- Offers A/B testing opportunity to hone messaging and creative

Billboard/Leaderboard Ads (970x250): Placed at the top of articles and topic landing pages, providing prominent visibility as they are among the first things a visitor sees.

Rectangle Ads (300x250): Found either on the sidebars or embedded within article content (mobile), these ads are well-positioned to catch the eye of readers as they engage with content.

Mobile "Adhesion" Ads (320x100): Sticky ads on smaller screens that adhere above content until closed, providing high mobile visibility.

Blended Banner Bundle: A mix of the above banners, all under one CPM. Ideal for maximum visibility with minimal hassle. No need to specify impressions or placements—simply send at least two of the above banner sizes and we'll handle the rest.

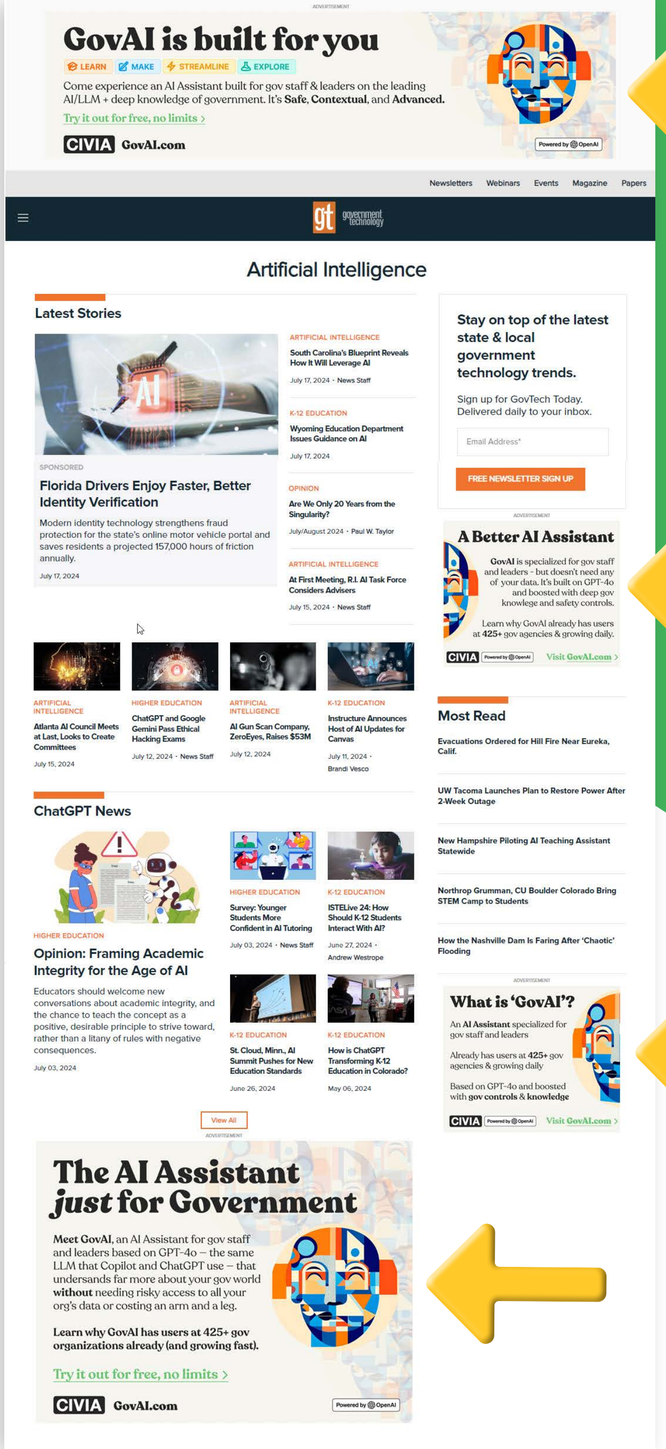
Topic Takeover

This high-impact advertising strategy offers a single advertiser control over all of the advertising space on an editorial section, including all the articles on that topic, on a monthly basis. This approach is designed to align your brand with a key subject area, with repeat exposure, so your company becomes synonymous with the topic.

The dominating presence on the page makes the brand highly visible and memorable to visitors. You receive 100% share of voice, including all banners on the section:

- ✔ **TWO Interstitial/In Article "Big Box"** Ads (640x480)
- ✔ **Billboard/Leaderboard Ad** (970x250)
- ✔ **TWO Rectangle Ads** (300x250)
- ✔ **Mobile "Adhesion" Ad** (320x100)

Message to management: Your management will love seeing your company front and center for readers.



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Topics Available for Takeover

Technology Topics	Leadership Topics	Education Topics
▪ Artificial Intelligence ▪ Broadband & Network ▪ Civic Innovation ▪ Cloud ▪ Cybersecurity ▪ Emergency Management ▪ Emerging Technology ▪ Government Experience ▪ Health & Human Services ▪ Public Safety ▪ Transportation ▪ Workforce	▪ Finance ▪ Housing and Urban Policy ▪ Infrastructure ▪ Resilience ▪ Politics ▪ Policy ▪ Transportation ▪ Workforce	▪ Higher Ed ▪ K-12

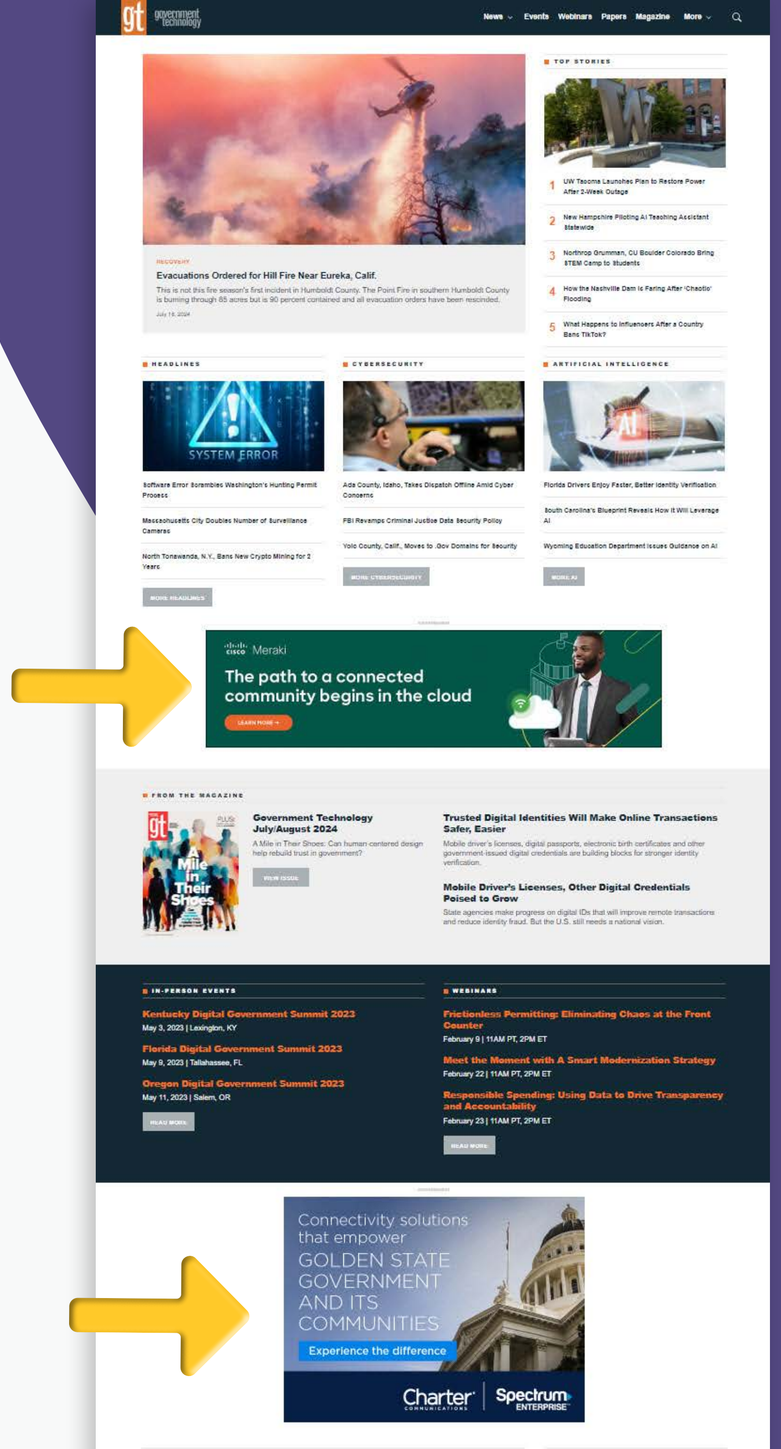
Homepage Takeover

The GovTech and Governing homepages are available for takeover for single months reaching 20,000 visitors (each).

The dominating presence on the most visited page of our site makes the brand highly visible and memorable to visitors. You receive 100% share of voice, including four banner sizes:

- ✔ **Interstitial/In Article “Big Box” Ad** (640x480)
- ✔ **Billboard/Leaderboard Ad** (970x250)
- ✔ **Rectangle Ad** (300x250)
- ✔ **Mobile “Adhesion” Ad** (320x100)

Message to management: Your management will love seeing your company front and center for readers.



Why Newsletter Ads are Valuable

GovTech and Governing newsletters are not just a source of information, but a vital tool for public-sector leaders to succeed in their roles. Advertising in these newsletters allows for a focused approach to building a brand in a niche market, where you can reach the right people with the right message at the right time.

Targeted Audience: Our recipients have actively chosen to receive updates on job critical news, resulting in a highly engaged and relevant audience. This targeted reach is invaluable as your advertising message is more likely to resonate and lead to conversions. Complete demographic breakdown available upon request.

Increased Credibility: Being featured in a newsletter that is respected and valued by its readers can lend credibility to your brand. Association with trusted content can help in enhancing your brand's reputation.

Direct Engagement: Newsletters allow for direct and sustained engagement. Your ad gets space in the recipient's inbox, where they can engage with it at their convenience.

Text Based: Our newsletter text ads won't get turned off by image blockers and offer native placement among the day's top headlines. This can be particularly effective in telling a more comprehensive story about your products or services than a traditional ad might allow. Text ads are easy to create and don't require design services. We can help you write them!

Less Competition: Our newsletter sponsorships are 100% share of voice. When you purchase a sponsorship it blocks out competitors from being able to advertise.

Loyal Readership: Our newsletters have built a loyal readership over time. Advertising in these newsletters means you are communicating with a dedicated group that trusts the content, potentially leading to higher engagement rates.

Newsletters Available for Sponsorship

Newsletter
GovTech Weekly - Weekly IT news of the best performing stories of the week for technology leaders.
GovTech Today - Daily IT news for technology leaders, including directors and managers.
Governing Daily - Daily policy and management news for C-level and line of business decision makers.
GovTech Artificial Intelligence - Our Center for Public Sector AI's weekly creative applications of artificial intelligence, including updates on AI policy.
GovTech Cybersecurity - Weekly threats and best practice approaches for security officials.
Governing Future of Finance - Twice per month stories solving economic challenges for finance, treasurers, and procurement officials.
Emergency Management - Weekly discussion of critical leadership issues for public safety, law enforcement, and emergency management.
K-12 Education Technology - Twice per week news and technology projects for K-12 IT decision makers, including superintendents.
Higher Education Technology - Twice per week news and technology projects for HE IT decision makers, including deans and provosts.

Beyond The Booth – In-Person Event Awareness Package

Our in-person events are designed to bring people together to share ideas and build relationships with the goal of making government better. Available exclusively to GovTech event sponsors, this campaign extends your reach in the region with air cover and targeted awareness to showcase your participation. Beyond the Booth package is recommended as an add-on for Exhibitor/Anchor/Roundtable/ Underwriter sponsors.

Available for the following states:
CA, CO, FL, GA, IL, MA, MI, NC, NY, OH, PA, TX, WA, & VA

View full **2026 Events Calendar**

**Events are subject to change*

Package Overview:

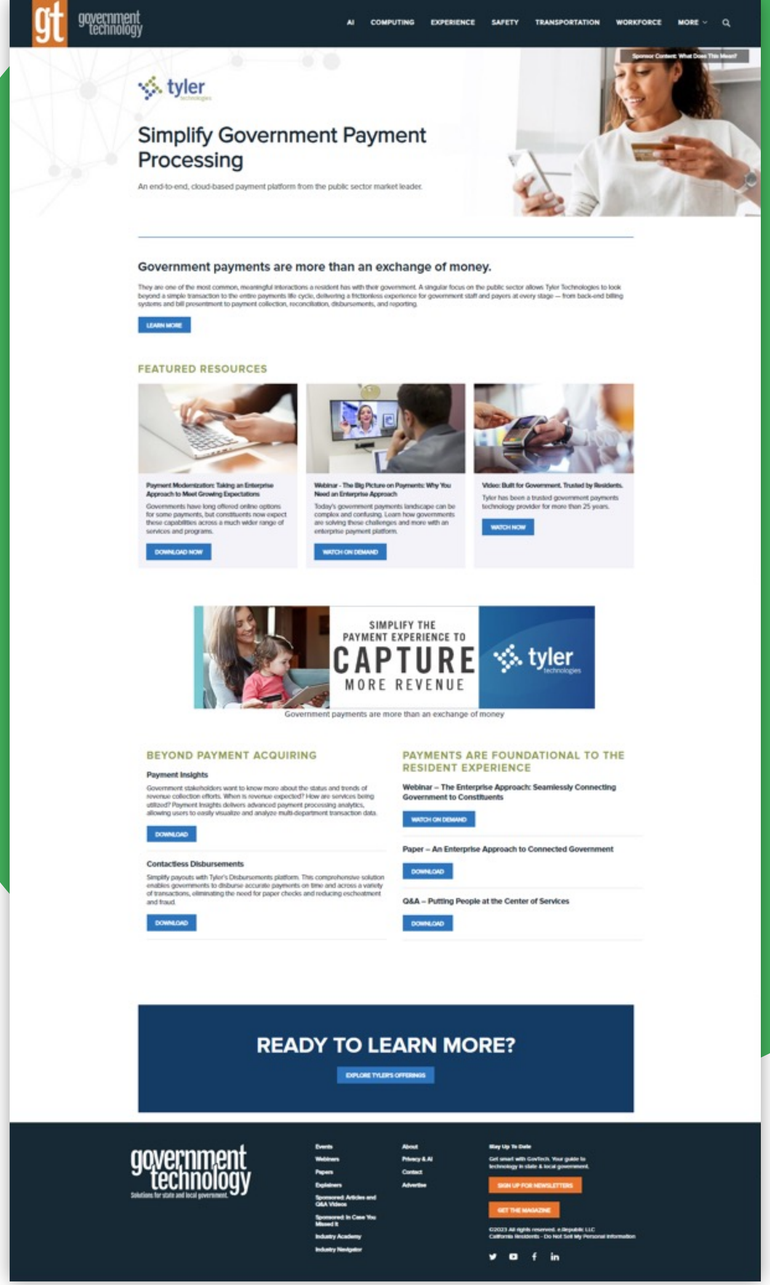
- 25,000 Geo-Targeted Impressions for 4-6 weeks prior to the event on GovTech.com & Governing.com
- Two social media postings to promote your event sponsorship through GovTech's LinkedIn account
- E-mail reminders to attendees prior to the event
- Metrics report provided at the end of the campaign (excludes attendee information)

Note: This package needs to commence 4-6-weeks prior to the event* to ensure optimal digital presence.

Microsites

A microsite offers a dedicated hub for your brand within our trusted online platform. This custom microsite will be tailored to match your assets, ensuring a seamless integration with your overall marketing strategy and enhancing user engagement. Features include:

- Custom layout and design and URL that meets branding and legal requirements.
- Interactive elements to engage visitors, such as downloads, articles, embedded YouTube video, infographics, or social streams.
- 100% of page real estate with up to 4 modules and 15 assets, links, or testimonials to build thought leadership and trust.
- Regular reports and insights to help refine marketing strategies and content updates.
- An integrated promotional package to drive traffic via site navigation, banner ads, and editorial newsletters. Guaranteed promotional impressions of 100,000 per quarter.
- Ongoing promotional support to maintain visibility and engagement.
- Full technical support, including site maintenance and updates.

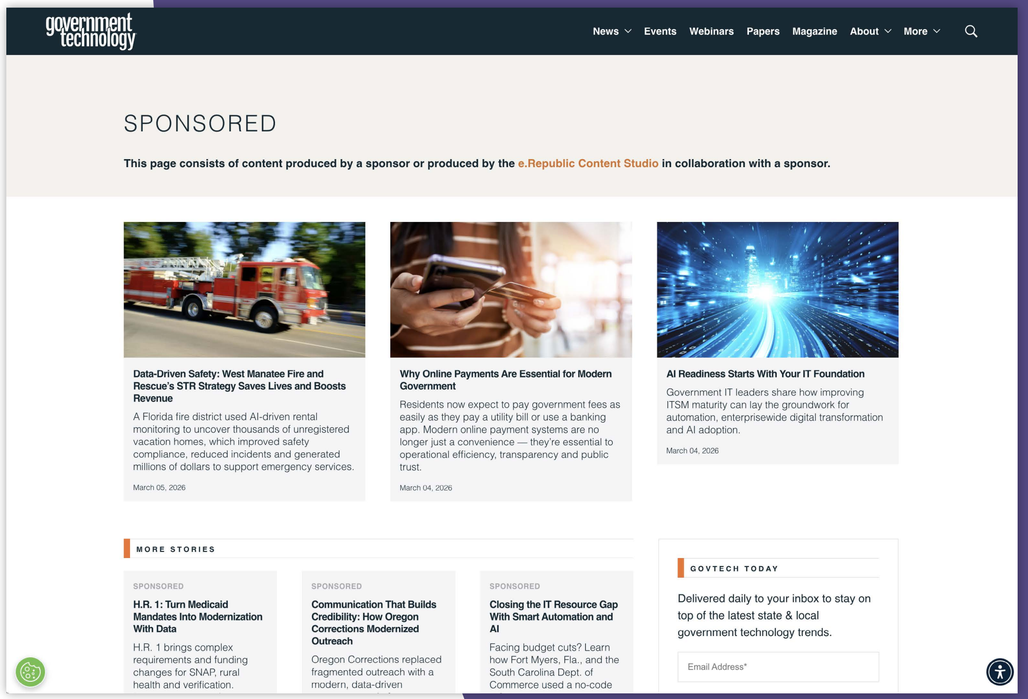


Contributed Sponsored Articles

Sponsored Articles are a way to get visibility for your content as they stream through relevant articles and news. Repurpose an article from your site, turn a paper into a story, or summarize best practices from a webinar. Embed YouTube videos, Tweets and potentially other interactive elements at no extra cost.

Placement on **sponsored article section** and one relevant news topic channel.

- Metrics delivered monthly for a total of three months.
- Editing review by our editorial team.
- Hosting for a minimum of one year.



Digital Marketing Subscription

This service consolidates our most prominent advertising placements into a single subscription package. Our bundled approach ensures extensive reach across multiple products, presenting a cohesive and impressive strategy to your management team.

Quarterly awareness subscription includes: 50,000 banner impressions per quarter across two sizes:

- Interstitial/In Article "Big Box" Ads (640x480)
- Rectangle Ads (300x250)

- Up to 3 newsletter sponsorships (1 per month, chosen by e.Republic)
- Up to 1 contributed sponsored article (Content subject to approval)

Bring your own creative, or we can help create messaging and design. (prior approval required)

Take the Next Step in Your Digital Transformation Journey

Contact us to learn more about how our digital marketing products can drive awareness, engagement, and results for your organization.

Request Pricing, Schedule Strategy Call