



GOVERNING

THE FUTURE OF STATES AND LOCALITIES

governing.com

A NEW FOCUS

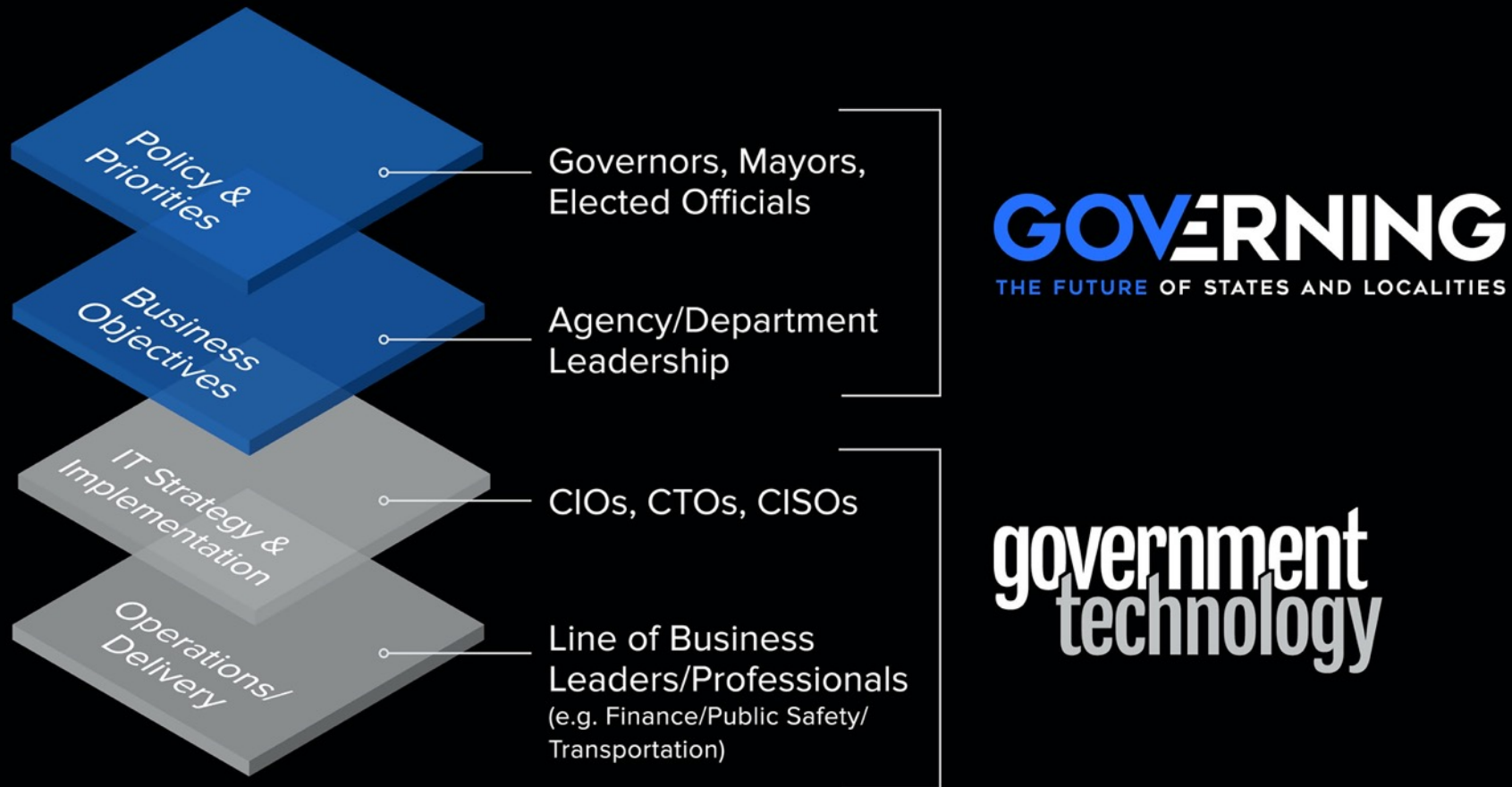
Governing: The Future of States and Localities takes on the question of what state and local government looks like in a world of rapidly advancing technology.

The accelerating rate of change in technology is escalating disruption in foundational systems including finance, communication, transportation, labor, manufacturing, media, education and politics. Beyond that, we face consequential challenges to our notions of privacy, security, equity and perhaps the very nature of democracy and civil society.

Governing's information platform includes:

- ✓ WEBSITE
- ✓ NEWSLETTERS
- ✓ CUSTOM CONTENT

Governing is a resource for elected and appointed officials and other public leaders who are looking for smart insights and a forum to better understand and manage through this era of change.



Audience

80%

of *Governing's* audience work in the public sector

55%

of *Governing's* audience are elected and senior government officials

Mayors
Senators
Representatives
Treasurers
City Managers

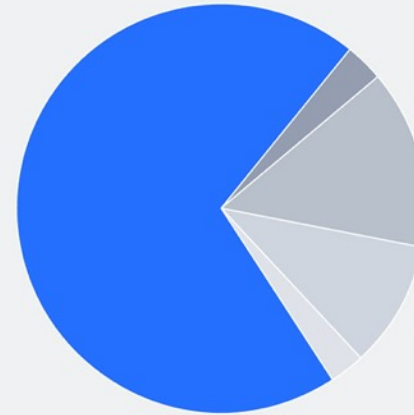
Chiefs of Staff
Finance Directors
CIOs
CTOs
CAOs

City/County Commissioners
Policy Analysts
Public Works Directors

Superintendents
City/County Administrators
Public Safety Officials

Branch of Government

70%
state/local government



3% Federal government

14% private sector

10% education

3% other

Topic Channels

THE FUTURE OF

WHAT'S HAPPENING NOW

THE FUTURE OF

WHAT'S NEXT

THE FUTURE OF

SECURITY

THE FUTURE

IN CONTEXT

THE FUTURE OF

FINANCE

THE FUTURE OF

WORK

THE FUTURE OF

COMMUNITY DESIGN

THE FUTURE OF

WHAT'S HAPPENING NOW

The current state of service delivery, operations and consumer technology.



Audience:

Mayors, Senators, Representatives, Treasurers, Agency/Dept. Heads, Chiefs of Staff, Finance Directors, CIOs, CTOs, CAOs, City Managers, City/County Commissioners, Superintendents, Public Works Directors, City/County Administrators, Public Safety Officials, IT Managers, Policy Analysts.

THE FUTURE OF *WHAT'S NEXT*

The trajectory and implications of AI, AR, VR, EV, AV, quantum computing, drones, facial recognition and the next big thing in the lab.



Audience:

Mayors, Senators, Representatives, Treasurers, Agency/Dept. Heads, Chiefs of Staff, Finance Directors, CIOs, CTOs, CAOs, City Managers, City/County Commissioners, Superintendents, Public Works Directors, City/County Administrators, Public Safety Officials, IT Managers, Policy Analysts.

THE FUTURE OF *SECURITY*

Preventing, protecting and detecting critical infrastructure and data in a rapidly changing threat environment, including policy innovations and implications around interplay among levels of government, including emerging practices, mutual aid and cyber insurance.



Audience:

CIOs, CTOs, Information Systems Directors,
IT Directors/Managers, CISOs, Security Analysts,
Chief Data Officers.

THE FUTURE *IN CONTEXT*

Exploring what the humanities can bring to our understanding of contemporary events.

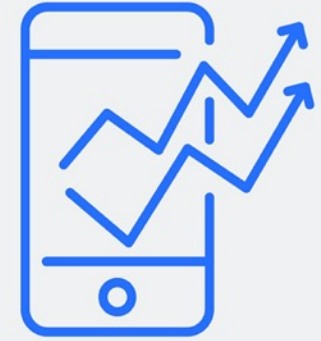


Audience:

Mayors, Senators, Representatives, Treasurers, Agency/Dept. Heads, Chiefs of Staff, Finance Directors, CIOs, CTOs, CAOs, City Managers, City/County Commissioners, Superintendents, Public Works Directors, City/County Administrators, Public Safety Officials, IT Managers, Policy Analysts.

THE FUTURE OF *FINANCE*

Everything from government funds to cryptocurrencies, muni bonds to opportunity zones, pay-as-you-go to long term financing, direct taxation to P3s and the intersection of fintech and fiscal policy.



Audience:

City Clerks/Treasurers, CFOs, Budget Analysts/Directors,
Finance Directors, Assessors, Auditors, Council Members,
Commissioners.

THE FUTURE OF WORK

Automation and AI are expected to both displace routine work and create specialized work. Covering workforce and gig economy policy issues – including but not limited to telework, automation, unions, UBI and other innovations.

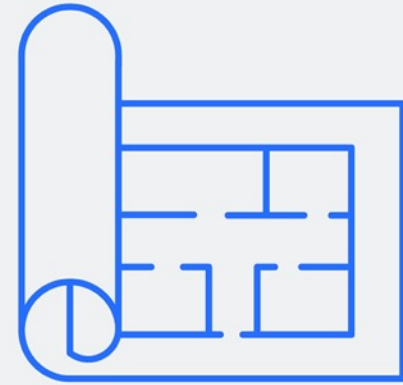


Audience:

HR Directors/Managers, Senior Personnel Analysts,
Chiefs of Staff, Employee Benefits Directors, CAOs.

THE FUTURE OF *COMMUNITY DESIGN*

Thinking through and solving challenges faced in building economically and socially robust communities; overcoming constraints in conceiving, investing in and building their future.



Audience:

Mayors, Agency Directors, Commissioners, City Managers, Sheriffs, Police/Fire Chiefs, Council Members, Treasurers, Public Works Directors, City/County Commissioners, Highway Superintendents.

Journalists

Our team of journalists includes historians, ethicists, urban planners and others who can give context to our times and help our readers “see around the corners” of the future.



CLAY S. JENKINSON
EDITOR-AT-LARGE



CARL SMITH
SENIOR STAFF WRITER



ALAN GREENBLATT
SENIOR STAFF WRITER



CATHILEA ROBINETT
E.REPUBLIC PRESIDENT



JABARI SIMAMA
CONTRIBUTOR



DAVID KIDD
PHOTOJOURNALIST /
STORYTELLER



ALEX MARSHALL
COLUMNIST



STEPHEN GOLDSMITH
CONTRIBUTOR



AARON M. RENN
COLUMNIST



GIRARD MILLER
FINANCE COLUMNIST



ZOE MANZANETTI
WEB PRODUCER / WRITER



CLAY S. JENKINSON
EDITOR-AT-LARGE

Clay Jenkinson is the Editor-at-Large of *Governing*. A noted humanities scholar and historian, Clay received a BA from the University of Minnesota and an MA from Oxford where he has a Rhodes and Danforth Scholar. He is the author of twelve books, most recently *Repairing Jefferson's America: A Guide to Civility and Enlightened Leadership*. He has appeared in several of Ken Burns' documentary films and is the creator of the podcast and nationally syndicated public radio program, "The Thomas Jefferson Hour," heard on many NPR stations.

Clay portrays such historical figures as Thomas Jefferson, Theodore Roosevelt and J. Robert Oppenheimer. He lives and works on the plains of North Dakota. He is the founder of the Theodore Roosevelt Center at Dickinson State University in western North Dakota, dedicated to the digitization of all of Theodore Roosevelt's Papers.

FUTURE IN CONTEXT

The Plague Years: A Brief History and Lessons Learned

Throughout the ages, writers and historians who have witnessed pandemics have chronicled their impact and provided us with a valuable history lesson on how not to repeat the mistakes

APRIL 15, 2020

FUTURE IN CONTEXT

Thomas Jefferson, Epidemics and His Vision for American Cities

Jefferson's experience with the yellow fever epidemic of 1793 reinforced his dislike of cities and shaped a radical plan for the development of a new nation that even included his concept of urban design.

APRIL 1, 2020

[READ MORE](#)



CARL SMITH
SENIOR STAFF WRITER

Carl Smith is a senior staff writer for *Governing*. He works with editors and staff writers to produce smart, high-value, high volume editorial content for the web and related products to make *Governing* the go-to source.

THE FUTURE OF WHAT'S NEXT

The 2020 Elections: Is America Ready to Vote by Mail?

The pandemic has raised concerns about keeping this year's voting process healthy and safe. Allowing voters to send in their ballots by mail could be the answer, but it will be costly and so

APRIL 20, 2020

THE FUTURE OF WHAT'S NEXT

Legislative Watch: Extending Relief During the Pandemic

State lawmakers continue to address wide-ranging consequences of the pandemic with bills that focus on various remedies to the financial burden on workers and their families placed by government work restrictions.

APRIL 10, 2020

[READ MORE](#)



ALAN GREENBLATT
SENIOR STAFF WRITER

Alan covers politics as well as policy issues for *Governing*. He is the co-author of a standard textbook on state and local governments. He previously worked as a reporter for *NPR* and *CQ* and has written about politics and culture for many other outlets, print and online.

THE FUTURE OF FINANCE

State Budget Fallout: 'A Hurricane That Hits All Over the Country'

The revenue drop from COVID-19 is barely starting to show up in official figures, but already furloughs and major shortfalls are common in state and local governments around the country. The situation is sudden, but it could last a long time.

APRIL 9, 2020

THE FUTURE OF WHAT'S HAPPENING NOW

Normally a Contact Sport, Lobbying Goes Virtual

Lobbyists can't grab lawmakers outside of chambers and committee rooms anymore. They're doing their best to stay in the loop through calls and texts but complain the legislative process has become a lot less transparent.

APRIL 3, 2020

[READ MORE](#)



CATHILEA ROBINETT
E.REPUBLIC PRESIDENT

Cathilea is president of e.Republic where she oversees sales, editorial and operations for the company's award-winning media platforms. Her expertise in government, technology and business has made her a trusted advisor for both government and industry leaders throughout the United States. She is also the host of *Governing's* "In the Arena" podcast.

IN THE ARENA

How Context, History Can Teach Leadership During Pandemic

Clay Jenkinson, *Governing's* editor-at-large and humanities scholar on Thomas Jefferson and Theodore Roosevelt, history can help inform national crisis.

APRIL 14, 2020



IN THE ARENA

Mayor Welcomes Risk to Spur Innovation and City Growth

What started off as a wrong turn has turned into a home and career for Chris Cabaldon. Through innovation and risk, he has been able to help change West Sacramento into the thriving community it is today.

FEBRUARY 11, 2020

[READ MORE](#)



JABARI SIMAMA
CONTRIBUTOR

Jabari Simama is an education and government consultant and a senior fellow with the Center for Digital Government. He served two terms on the Atlanta City Council, from 1987 to 1994; as deputy chief operating officer and chief of staff for DeKalb County, Ga., from 2009 to 2012; and as president of Georgia Piedmont Technical College from 2012 to 2018.

Simama received his bachelor's degree from the University of Bridgeport, his master's degree from Atlanta University and his Ph.D. from Emory University. He is the author of *Civil Rights to Cyber Rights: Broadband & Digital Equality in the Age of Obama*, published in 2009 and has been a columnist for *Creative Loafing* and *Southwest Atlanta* magazine and a feature writer for *Atlanta* magazine. He blogs at Jabari Simama Speaks.

THE FUTURE OF COMMUNITY DESIGN

The Coronavirus's Harsher Reality for the Most Vulnerable

The pandemic is creating new burdens and exacerbating existing ones for Americans at the economic margins.

Government has
ease those burde

MARCH 23, 2020

THE FUTURE OF WHAT'S HAPPENING NOW

It's 2020. Why Is the Digital Divide Still with Us?

Far too many Americans still don't have access in their homes to the technology and affordable high-speed broadband they need to succeed in today's economy. We need to think of it as a civil and human right.

MARCH 5, 2020

[READ MORE](#)



DAVID KIDD
PHOTOJOURNALIST /
STORYTELLER

David Kidd is a photojournalist and storyteller at *Governing*. He was the art director and staff photographer at *Teacher magazine* and the *American Journalism Review* before joining *Governing* in 2008.

THE FUTURE OF WHAT'S HAPPENING NOW

Where Are We Supposed to Go If We Don't Have a House?

The order to stay at home puts a special burden on the homeless. Residents in one shelter in northern Virginia are doing what they

APRIL 14, 2020

THE FUTURE OF WHAT'S HAPPENING NOW

Before-and-After: Satellite Images Show Coronavirus Impact

The pandemic has radically altered the movement of Americans as government-ordered shutdowns have forced people to stay home. The results can be found by comparing before and after photographs of once-busy locations.

MARCH 23, 2020

[READ MORE](#)



ALEX MARSHALL
COLUMNIST

A journalist and consultant, Alex Marshall is the author of *The Surprising Design of Market Economies*, *Beneath the Metropolis: The Secret Lives of Cities* and *How Cities Work: Suburbs, Sprawl and the Roads Not Taken*. He writes a regular urban affairs/infrastructure column for *Governing* and has contributed to *Bloomberg News*, *Metropolis* magazine, *The New York Times*, *Architecture*, *The Boston Globe*, *The New York Daily News*, *The Washington Post* and many other publications.

Marshall is a former Senior Fellow at the Regional Plan Association in New York City and has taught about infrastructure at the New Jersey School of Architecture at the New Jersey Institute of Technology in Newark. In 2000, he was a Loeb Fellow at Harvard University's Graduate School of Design. He has consulted with Arup, Sidewalk Labs and other organizations. He holds a master's degree from Columbia University's journalism school and a bachelor's in political economy and Spanish from Carnegie Mellon University. A native of Norfolk, Va., he was a reporter for *The Virginian-Pilot* in Norfolk from 1989 to 1997.

THE FUTURE OF COMMUNITY DESIGN

Why Can't We Build Infrastructure Cheaply, Quickly and Well?

We have a loose consensus in America on factors that drive costs and time up and quality down. What we don't have is control.

APRIL 16, 2020

TRANSPORTATION & INFRASTRUCTURE

In Infrastructure, Embrace the Unforeseen

We often use it in ways not intended. Most of the time, that's a good thing.

APRIL 17, 2019

[READ MORE](#)



STEPHEN GOLDSMITH
CONTRIBUTOR

Stephen Goldsmith is a professor of practice at the Harvard Kennedy School and director of the Innovations in American Government Program at the Kennedy School's Ash Center for Democratic Governance and Innovation. The former deputy mayor for operations for New York City, he previously served two terms as mayor of Indianapolis.

Goldsmith served as the chief domestic policy advisor to the George W. Bush campaign in 2000, as chair of the Corporation for National and Community Service and from 1979 to 1990, as the district attorney for Marion County, Indiana.

His most recent book is *A New City O/S: The Power of Open, Collaborative and Distributed Governance*, which he co-authored with Neil Kleiman. He also is the author or co-author of *The Responsive City: Engaging Communities Through Data-Smart Governance*; *The Power of Social Innovation*; *Governing by Network: the New Shape of the Public Sector*; *Putting Faith in Neighborhoods: Making Cities Work through Grassroots Citizenship*; and *The Twenty-First Century City: Resurrecting Urban America*.

THE FUTURE OF WHAT'S HAPPENING NOW

How Courageous Leadership Can Help a Community Through a Pandemic

As they deal with coronavirus, local leaders are ready to ask for more from bureaucratic

MARCH 16, 2020

THE FUTURE OF WHAT'S HAPPENING NOW

The Role of Maps in Crafting a Shared Narrative in a Crisis

In an emergency like the coronavirus pandemic, local leaders can use powerful tools for visualizing data to highlight our residents' interconnectivity and the need for collective action.

APRIL 1, 2020

[READ MORE](#)



GIRARD MILLER
FINANCE COLUMNIST

Girard Miller is the finance columnist for *Governing*. He is a retired investment and public finance professional and the author of *Enlightened Public Finance (2019)*. Miller brings 30 years of experience in public finance and investments as a former GASB board member and ICMA Retirement Corp president.

THE FUTURE OF FINANCE

How Congress Can Minimize “Viral” State and Local Layoffs

Federal fiscal assistance could avert budget-balancing cutbacks at the state and municipal level as the coronavirus devastates the economy. Here are some of the strategies and policies to be — considered.

APRIL 9, 2020

THE FUTURE OF FINANCE

Rebuilding Our Infrastructure Can Wait Until 2021

Spending vast amounts on a crash program now won't help those who've lost their livelihoods to the coronavirus pandemic. We need to take the time for sensible planning to do it right.

APRIL 14, 2020

[READ MORE](#)



AARON M. RENN
COLUMNIST

Aaron M. Renn is an opinion-leading urban analyst, consultant, speaker and writer on a mission to help America's cities and people thrive and find real success in the 21st century. He focuses on urban, economic development and infrastructure policy in the greater American Midwest. He also regularly contributes to and is cited by national and global media outlets and his work has appeared in many publications, including the *The Guardian*, *The New York Times* and *The Washington Post*.

THE FUTURE OF WHAT'S NEXT

Watch: The City of Tomorrow

The real estate industry is quickly changing as property technology (proptech) becomes more pervasive. This panel discussion, moderated by Aaron Renn, covers the changes that have happened and those that are yet to come.

MARCH 13, 2020

THE FUTURE OF COMMUNITY DESIGN

How Cities Lost Control of the Urban Tech Revolution

As the "smart city" movement has progressed through three distinct waves, local governments have found themselves increasingly struggling to manage the changes that alter many aspects of urban life.

FEBRUARY 11, 2020

[READ MORE](#)



DIGITAL ADVERTISING

Governing.com gives your message powerful visibility with state and local executives and policy makers who rely on its first-hand insight and analysis on such issues as public finance, transportation, economic development, education, infrastructure, the environment and technology.

4.6M

**Annual Unique
Visitors**

7M

**Annual
Page Views**

692K

**Average Monthly
Page Views**

500K

**Monthly
Visitors**

94K

**Newsletter
Subscribers**

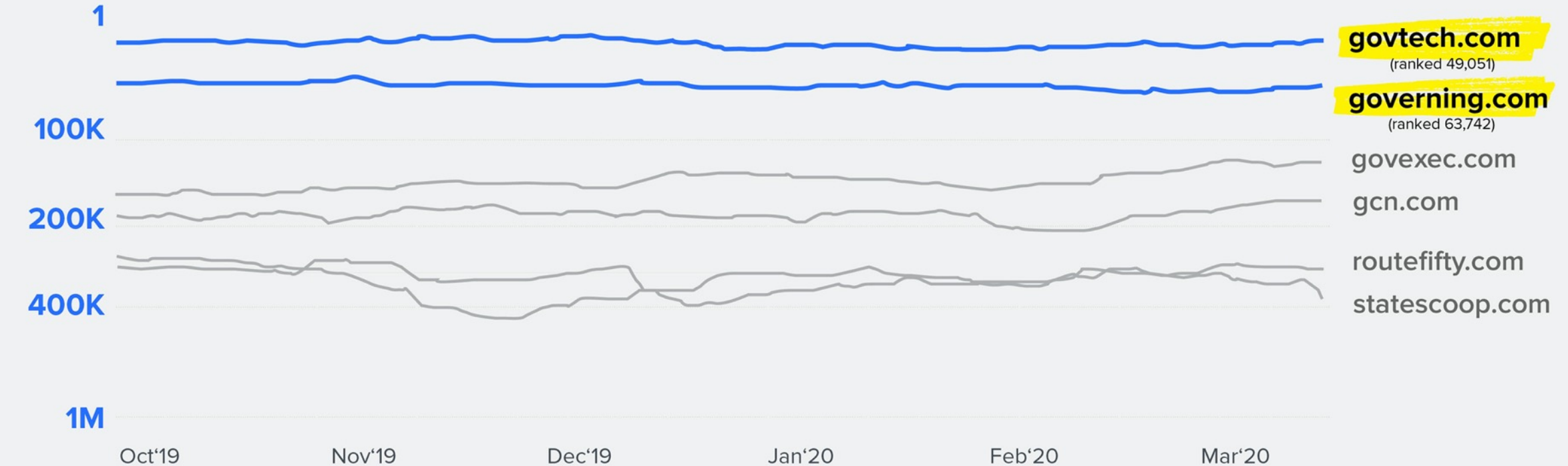
97K

**Social Media
Followers**



Unparalleled Digital Reach in Our Category

RANKING



Governing Daily Newsletter

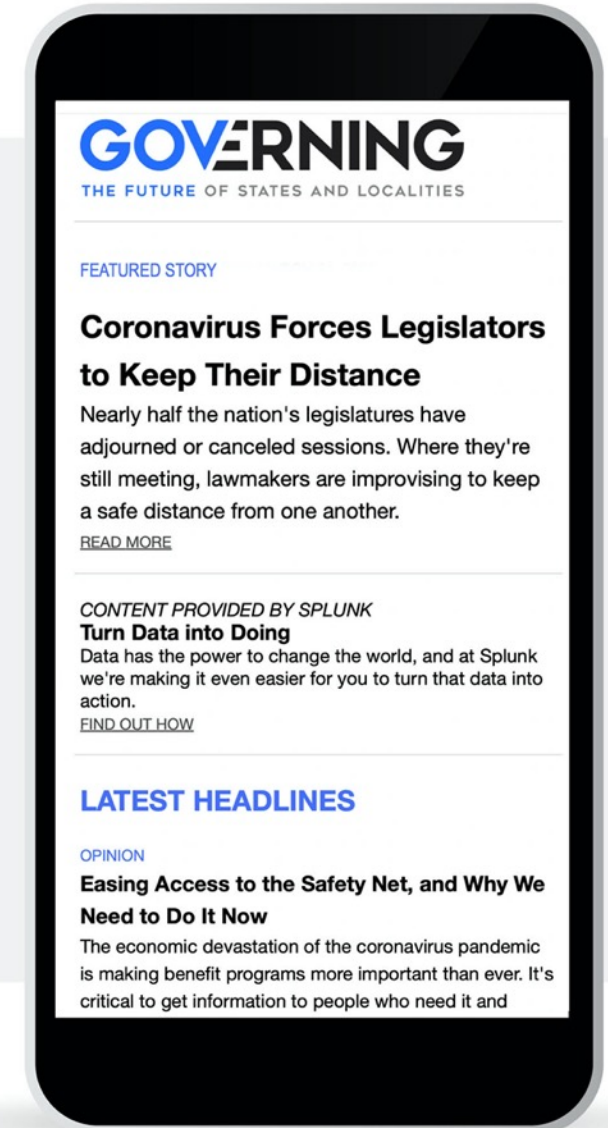
Featuring the day's headlines, as well as original and breaking news, Governing Daily delivers your message directly to our engaged audience of state and local executives and policy makers.

29%
Average
Open Rate*

88K
Newsletter
Subscribers

**= INCREDIBLE
REACH**

*benchmark = 15-20% open rate
Source: Publisher's own data.



Opt-In Newsletters

Our community development team actively manages our audience relationships. Subscribers are highly-targeted, qualified and ENGAGED. Our newsletter sponsorship gives your brand 100% share of voice in every newsletter.

Governing Daily / 88,000 subscribers

Topical newsletters:

- Future of Finance / Weekly / 28,000
- Future of Security / 2x Month / 25,000
- Future of Work / Monthly / 13,000
- Future of Community Design / Monthly / 18,000

Example Newsletters

www.governing.com/subscribe

Deliverables:

- 2 dedicated and exclusive content sections with 2 links each (4 total)
- Optimal tactic for driving quality traffic to landing pages
- 10,000-90,000 opt-in subscribers per issue

FEATURED STORY FOR MARCH 31, 2020

Coronavirus Forces Legislators to Keep Their Distance

Nearly half the nation's legislatures have adjourned or canceled sessions. Where they're still meeting, lawmakers are improvising to keep a safe distance from one another.

[READ MORE](#)

CONTENT PROVIDED BY SPLUNK

Turn Data into Doing

Data has the power to change the world, and at Splunk we're making it even easier for you to turn that data into action.

[FIND OUT HOW](#)

LATEST HEADLINES

OPINION

Easing Access to the Safety Net, and Why We Need to Do It Now

The economic devastation of the coronavirus pandemic is making benefit programs more important than ever. It's critical to get information to people who need it and simplify application processes.

[READ MORE](#)

NEWS

Municipalities Look Back to 9/11 in Shaping COVID-19 Response

Municipalities, like Framington, Mass., are having to plan for how the coronavirus pandemic might impact their finances, services and communities. Some are looking to historical events, like 9/11, to prepare.

[READ MORE](#)

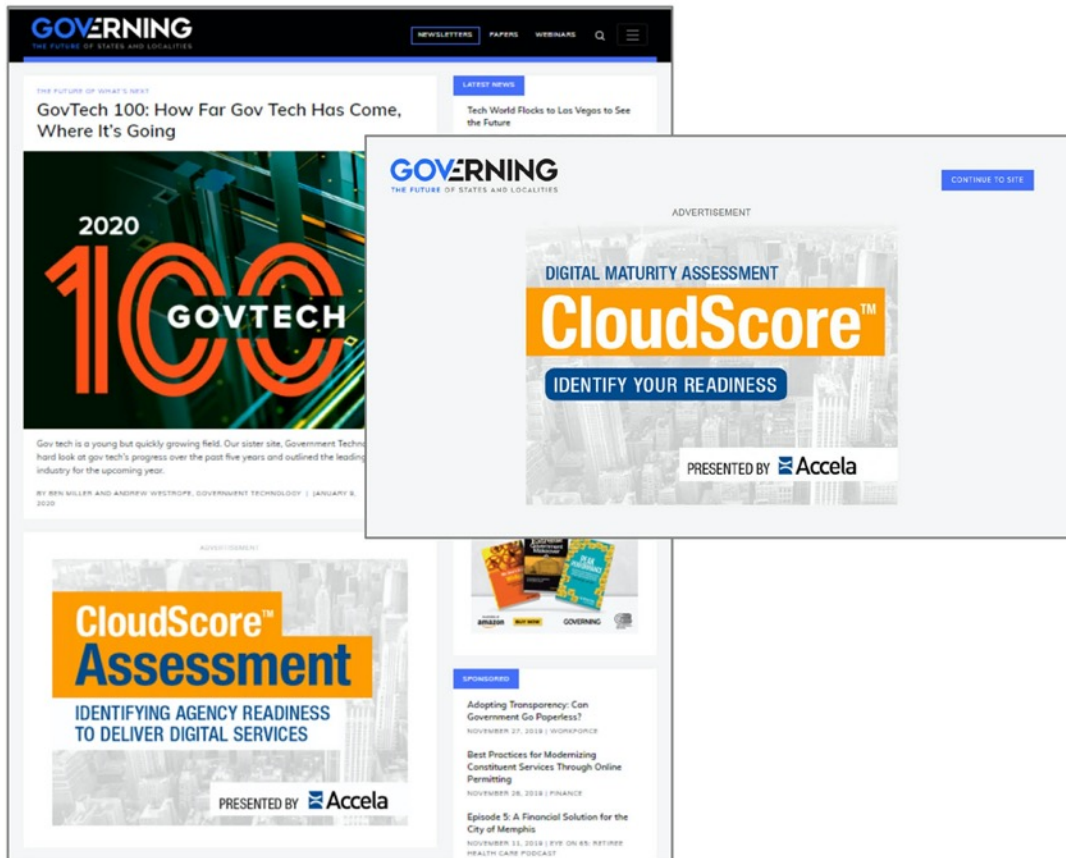
CONTENT PROVIDED BY SPLUNK

Data can change the world, but only if we do something with it

From public sector to retail, and financial services to healthcare, every industry does better when data does more.

[LEARN MORE](#)

High Impact Banners




- IAB standard 640x480
- CPM basis in even rotation with other advertisers
- ROS, geo-targeted and contextual placements available
- Interstitial placement before the site loads
- Also positioned in middle of article text
- Benchmark 0.50% CTR – Highest performing banner

Standard Banners

HEADLINES

Georgia Makes Way for Driverless Vehicles, 18 Miles of It



The Ray, an 18-mile stretch of Interstate 85 in southern Georgia, functions as a test bed for next-generation transportation technologies, including striping to enable autonomous vehicle use.

BY SKIP DESCANT, GOVERNMENT TECHNOLOGY | JANUARY 8, 2020

READ MORE

Sector Software Implementations

OCTOBER 31, 2019 | WORKFORCE


Best Practices to Manage Economic Development

OCTOBER 16, 2019 | FINANCE

Optimizing Public Trust and Performance

OCTOBER 10, 2019 | FINANCE

ADVERTISEMENT



MOST READ

Microfunding Sparks Hope and Renewal in Rochester, N.Y.

JANUARY 7, 2020 | THE FUTURE OF COMMUNITY DESIGN

Be a Good Battery Steward, Don't Charge Your Phone in Bed

JANUARY 8, 2020 | HEADLINES

- IAB standard 300x250
- CPM basis in even rotation with other advertisers
- ROS, geo-targeted and contextual placements available

Content Syndication

We'll host your gated assets in our libraries, where they will be downloaded and receive valuable visibility with state and local decision makers.

Standard registration fields collected are:
First/Last Name, Job Title, Organization, Address, City, State/Province, Zip, Email, Phone.

Audiences:

- State and Local Government Decision Makers
- Local Government (Mayors, City Managers)
- Elected Officials
- Public Safety (Police, Fire, Emergency Managers)
- Many more ... full list upon request

Lookup

Register

Confirmation

GOVERNING
THE FUTURE OF STATES AND LOCALITIES

Register to Access


Email *

Zip Code *

[Privacy](#)

[CONTINUE](#)

Questions?
subscriptions@erepublic.com
or 800-940-6039



Balancing Policy, Privacy & Protection in Justice & Public Safety
Challenges and opportunities for facial recognition technology and other innovations

The technology used in law enforcement has evolved significantly in the past few years. Law enforcement agencies (LEAs), and the public, are faced with the challenges of balancing policy, privacy and protection in justice and public safety. This report explores the challenges and opportunities for facial recognition technology and other innovations.

Public safety agencies have effective and efficient, but not without the challenges of balancing policy, privacy and protection in justice and public safety. This report explores the challenges and opportunities for facial recognition technology and other innovations.

To better understand the challenges and opportunities for facial recognition technology and other innovations, this report explores the challenges and opportunities for facial recognition technology and other innovations.

Balancing Policy, Privacy & Protection in Justice & Public Safety

Sponsored Articles

Sponsored articles are a way to get visibility for your content, as they stream through relevant articles and news. They will be appropriately labeled as sponsored or underwritten by you. Metrics report to be delivered once after the first month with total views and time spent on each article.

Deliverables:

- Placement on a relevant news topic channel
- Your author or company bio in the article
- Links to your website or additional content from the article
- Hosting for a minimum of one year.

Helping States Reinvent Child Welfare Systems

The new Comprehensive Child Welfare Information Systems rule provides states an opportunity to modernize child welfare systems and enhance outcomes. The Accenture Case Insight Solution can help them get there.

SALESFORCE | SEPTEMBER 11, 2018

On-Demand Webinar with Child Welfare Thought Leaders

To hear a panel of child welfare thought leaders unpack the new CCWIS rule, discuss what the next generation of child welfare systems should look like and highlight the evolving demands these systems must address, view the [Taking a Fresh Look at Child Welfare Systems to Accelerate Child Safety and Enhance Outcomes](#) webinar on-demand.

Example Articles

www.governing.com/sponsored

The screenshot displays the Governing.com website interface. The main content area features a large article titled "Helping States Reinvent Child Welfare Systems" with a sub-headline about the new Comprehensive Child Welfare Information Systems rule. Below the article is a section for "On-Demand Webinar with Child Welfare Thought Leaders". To the right, a sidebar contains a "CloudScore Assessment" advertisement and a "Take a Fresh Look at Child Welfare Systems" link. The bottom of the page shows a navigation menu and a footer with the Governing logo and contact information.

Channel Sponsorships

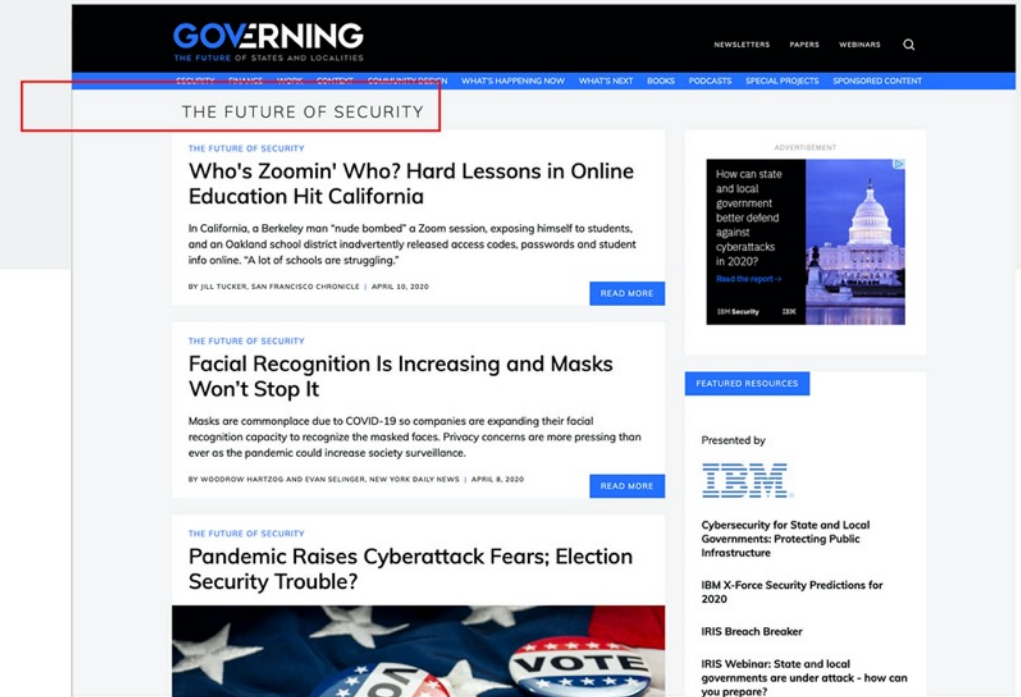
Spotlight your papers and key informational assets within an eye-catching module that rotates alongside relevant editorial and news. Banner roadblock gives your brand 100% share of voice on a trending topic.

Topics Include:

- The Future of Security
- The Future of Finance
- The Future of Work
- The Future of Community Design
- The Future of What's Happening Now
- The Future of What's Next
- The Future in Context

Deliverables:

- Banner roadblock on channel
- Module promoting featured assets
- 50 leads per month average
- Dedicated project management
- Regular metrics reporting



Microsites

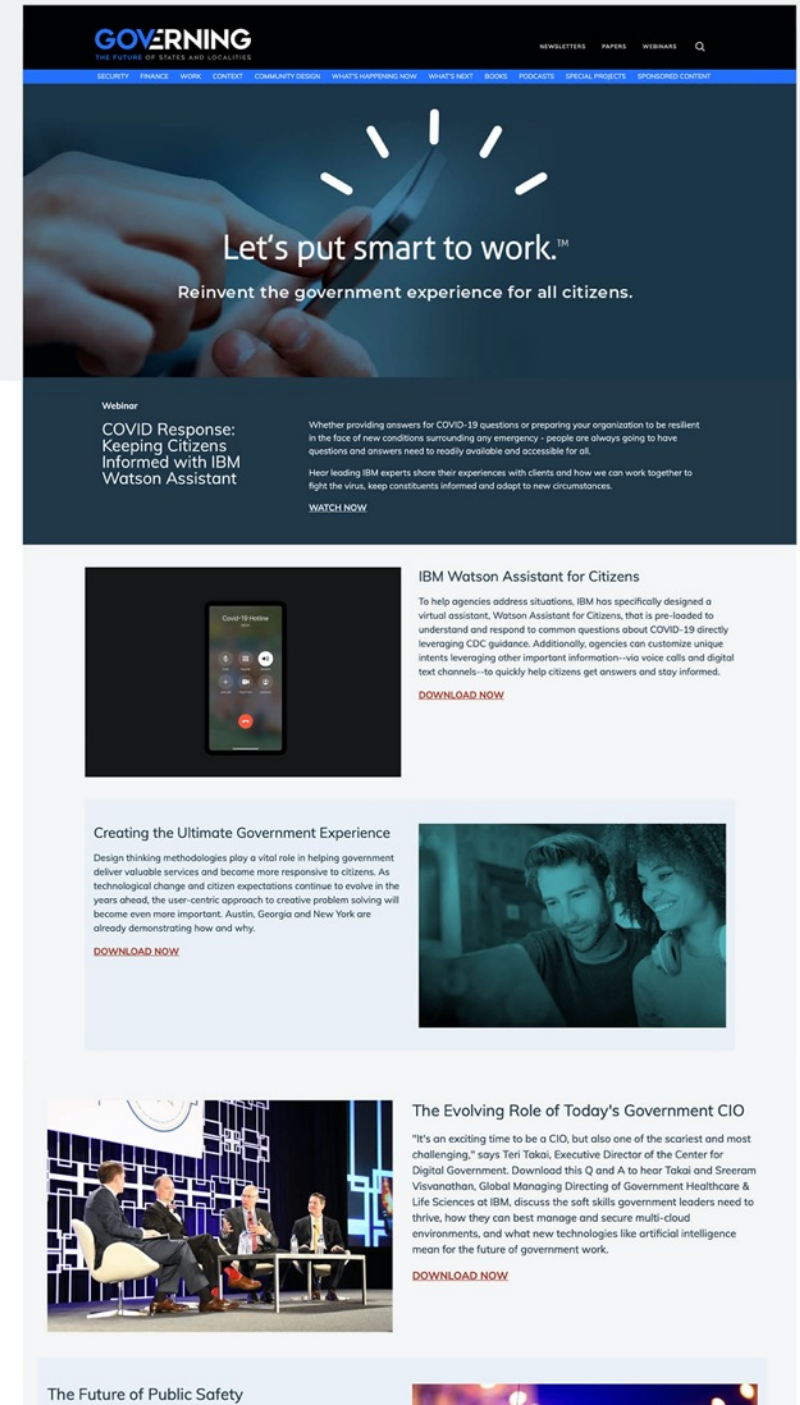
A custom microsite allows you to present a vast array of informational assets and insightful content in an easy-to-consume format. The housed information can be a combination of original *Governing* content, sponsored articles and/or client-supplied assets.

Deliverables:

- 10K annual visitors (on average)
- 250K promotional banner impressions
- 600K newsletter sends (one sponsorship/mo)
- 600 guaranteed annual leads
- Custom design
- Dedicated project manager

Example Microsite

www.governing.com/smarter



Timely Reporting

Regular lead reports show asset performance, key titles and jurisdictions and high qualified registrants.



Advertising Metrics Report

Advertiser Fields			
Advertiser	Channel Logo	Channel Logo	Channel Logo
Marketing Program Manager	Channel Logo	Channel Logo	Channel Logo

eRepublic Fields			
Advertiser	Channel Logo	Channel Logo	Channel Logo
Marketing Program Manager	Channel Logo	Channel Logo	Channel Logo

Assets			
Asset Name	URL	Live Date	Registrations to Date
Channel Logo	Channel Logo	1/2/219	34
Channel Logo	Channel Logo	1/2/219	332
Total			366 (364 Unique)

Banner Promotion					
Name	Time Period	Impressions	Clicks	CTR	Benchmark CTR
Channel Logo	1/2/2019 - 1/31/2019	51,892	18	0.03%	n/a
Interstitial	1/2/2019 - 1/31/2019	22,072	99	0.45%	0.98%
Rectangle	1/2/2019 - 1/31/2019	72,428	100	0.14%	0.12%
Leaderboard	1/2/2019 - 1/31/2019	32,216	30	0.09%	0.10%
Channel Logo	2/1/2019 - 2/26/2019	29,574	7	0.02%	n/a
Interstitial	2/1/2019 - 2/26/2019	16,820	77	0.46%	0.98%
Rectangle	2/1/2019 - 2/26/2019	38,634	58	0.15%	0.12%
Leaderboard	2/1/2019 - 2/26/2019	21,269	14	0.07%	0.10%
		284,905	403	0.14%	

Newsletters							
Name	Drop Date	Unique Sent	Total Opens	Unique Opens	Advertiser Clicks	Advertiser CTR	Benchmark Advertiser CTR
Channel Logo	1/2/2019	35,577	11,855	7,656	281	0.79%	0.35%
Channel Logo	1/2/2019	12,220	3,328	2,438	13	0.11%	0.20%
Channel Logo	1/2/2019	36,601	11,417	7,677	258	0.70%	0.35%
		84,398	26,600	17,771	552	0.65%	0.20%

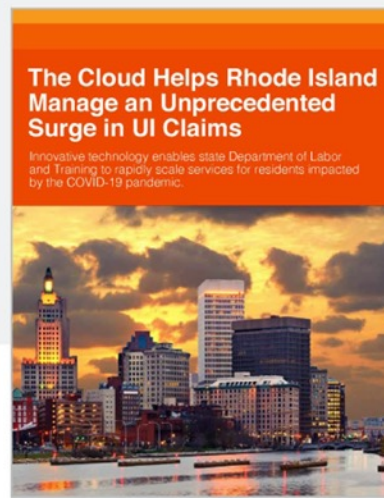


CUSTOM CONTENT

Custom Content

Great Content Marketing = Powerful Sales Results

We'll manage your projects from development through research, writing, design and production. Then our powerful distribution network will ensure your message reaches its precisely targeted audience across a variety of print, web, event or social media platforms. Choose from white papers, case studies, handbooks, infographics, webinars, social media kits, custom websites and more.





Governing is a division
of e.Republic

100 Blue Ravine Road
Folsom, CA 95630
916-932-1300

erepublic.com

MEDIA & EVENTS

Government Technology

The smart use of technology in state
and local government

Governing

The future of states and localities

Techwire

Covering California's \$11 billion state
and local government IT market

RESEARCH

Center for Digital Government

A national research and advisory institute
focused on technology policy and best
practices in state and local government

Center for Digital Education

Strategy and leadership to advance
education through the smart use of
technology