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
Governance 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.
80% of Governing's audience work in the public sector

55% of Governing's audience are elected and senior government officials

Branch of Government

- 70% state/local government
- 14% private sector
- 10% education
- 3% Federal government
- 3% other

Source: Publisher's own data
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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.

Source: Publisher's own data.
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.

Source: Publisher's own data.
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.

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GOVERNING
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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.

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.

AUGUST 15, 2020

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.

AUGUST 1, 2020
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.
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.
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.
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 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 a role in easing those burdens.

MARCH 23, 2020

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

For 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
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.

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.

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 consensus 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
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.
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**
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.
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

Source: Publisher’s own data.
Unparalleled Digital Reach in Our Category

RANKING

1

govtech.com
(ranked 49,051)
governing.com
(ranked 63,742)
govexec.com
gcn.com
route50.com
statescoop.com

100K

200K

400K

1M

Oct’19  Nov’19  Dec’19  Jan’20  Feb’20  Mar’20

Source: Alexa, An Amazon.com Company, April 2020
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
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

- 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
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.

**Example Articles**

www.governing.com/sponsored
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
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.
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.
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