Gov1

THE TOP RESOURCE FOR
LOCAL GOVERNMENT MARKETERS

2021 MEDIA KIT

DIGITAL REACH

200,000+
Newsletter & Emails Delivered Monthly

92,000+
Unique Monthly Visitors

41,000+
registered members

29,000+
Municipal Newsletter Subscribers

Gov1

is THE online resource for forward-thinking municipal leaders

OUR READERS

SPAN THE MARKET

74% City/Town

12% County/Regional

6% State

2% Federal

8% Other

MAKE DECISIONS

41.7% City Leadership

3.4% Executive Leadership

* Source: Google Analytics

DIGITAL MARKETING SOLUTIONS

Drive Business with the Right Message, to the Right People, at the Right Time.

Get your brand in front of decision-makers at any stage of the purchasing process with Gov1's Response Marketing Platform.

The most effective marketing plan is targeted, consistent, and multi-channeled.

Introducing your comprehensive, managed platform for public safety and local government marketing.

BE RECOGNIZED

Ensure consistent top-of-mind awareness for your brand.

GET FOUND

Get noticed first when your customers begin their search.

AMPLIFY SUCCESSES

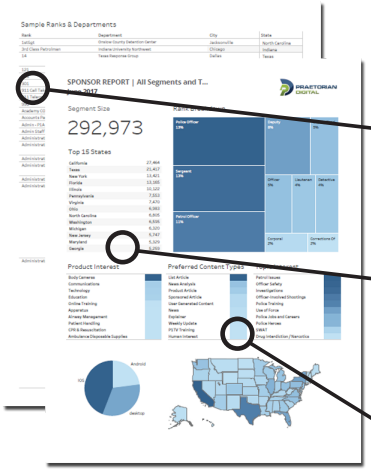
Share the positive impact your brand has made with customers.

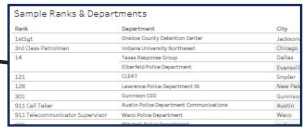
CAPTURE & ENGAGE

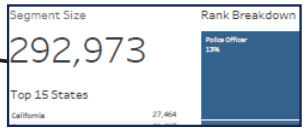
Engage potential customers and capture leads.

For more information, please call 844-312-9500 or email Info@Gov1.com

DIGITAL MARKETING SOLUTIONS







Behavioral Reporting

Highly Targeted Sales Intelligence For Your Team.

TITLE, POSITION AND ORGANIZATION

Your report also includes extremely useful information about our audience, including their job title, location and what agency they work for.

SEGMENT BREAKDOWN

At-a-glance, relevant statistics show you the size of your segment as well as the geographic makeup of your target audience.

CUSTOMER INTERESTS

Get a sneak peek into the topics your target segment cares about, the content they engage with, and the issues that matter most to them.

ALL RESPONSE MARKETING PACKAGES INCLUDE:

MANAGED SUPPORT
Dedicated Customer Success Reps to help you define goals and execute your campaign.

CAMPAIGN UPDATES
Ongoing measurement of your campaigns with our recommendations.

CONSULTATION
Additional design or marketing consultation available to help refine your message.

DISCOUNTED RATES
Eligible for 20% discount on future services.

Response Marketing Platform	Core	Plus	Custom
eNewsletter Promotion	✓	✓	✓
Product Category	✓	✓	✓
Lead-Gen Program	✓	✓	✓
Company Page	✓	✓	✓
Behavioral Reporting	✓	✓	✓
Social Media Advertising	✓	✓	✓
Dedicated Customer Success Manager	✓	✓	✓
Monthly Reporting & Dashboard	✓	✓	✓
Email Blast		✓	✓
Additional Product Inventory		✓	✓
Custom Content		✓	✓
Behavioral Targeting		✓	✓
Content Microsite			✓
Lead Qualification & Lead Nurturing			✓
Monthly Investment (up to)	$1100	$2100	Custom

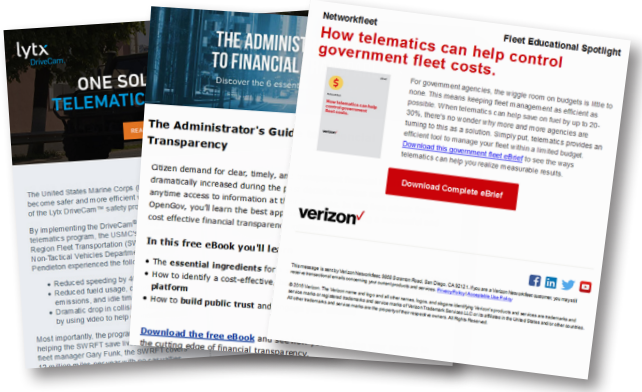
EMAIL MARKETING

Email Newsletters

The weekly email newsletter is Gov1's core product, as it puts original news and exclusive features into the hands of subscribers each Monday.

Topical Email Newsletters

Interested in reaching a specific segment of our readership? Check out our EGTech and Grant Intel newsletters for opportunities to reach your target customers.



Dedicated Email Blasts

An exclusive email campaign dedicated to your company's products or services and sent to our 29,000+ subscribers. Our open rates often exceed those of our editorial emails.

CONTENT MARKETING SOLUTIONS

We specialize in creating standout custom advertorial and sponsored editorial content and delivering it to the right readers within the largest online local government audience at the right time. Whether you're a Fortune 500 or a startup in the government market, let us be your content marketing team – working to amplify your message and guiding prospects through the purchase journey.

51%

of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

95%

of B2B buyers are willing to consider vendor-related content as trustworthy.

47%

of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.

OUR SERVICES

sum

Engaging Custom Content
Features, Quizzes, Case Studies & Other Articles

Education & Thought Leadership
White Papers, eBooks

Visual & Social Content
Infographics,
Facebook Boost Marketing

Digital & In-Person Events
Webinars, Roundtables

Microsites & Major Campaign Strategies
Blogs, Landing Pages, Targeted Microsites

Custom Video Production
Product Demos, Training with Product Placement

For more information, please call 844-312-9500 or email Info@Gov1.com

EDITORIAL COVERAGE & CONTENT SPONSORSHIPS

Our Gov1 team of editors and expert columnists ambitiously covers the broadest array of government topics of any media organization. In addition to our regular coverage, we have several major editorial coverage efforts planned for 2021 – many of which offer great content sponsorship opportunities.

YEARLONG COVERAGE

While we'll be covering the same broad range of essential government topics, we will be targeting a few for expanded focus throughout the year given their elevated importance to government agencies.

- **Emergency Management**
- **Emergency & Non-Emergency Communications**
- **Government Administration & Community Engagement Tools**
- **Smart City Technologies & Cybersecurity**
- **Public Safety Data & Technology**
- **Public Health: Harm Reduction Strategies & Outcomes**

SPECIAL COVERAGE

Our special coverage tackles major government topics with expanded reporting and enhanced features, combining perspectives from top experts with original feature reporting. These represent our most ambitious editorial efforts and represent excellent sponsorship opportunities for companies looking to align themselves with award-caliber coverage of critical topics.

- **Smart Solutions for Emergency Management**
- **Digital Modernization for Today's Cities and Towns**
- **Enhancing 911 Interoperability with Tools & Training**

CONTENT SPONSORSHIPS

Gov1 has the ability to produce exclusively sponsored eBooks, videos, online training courses and podcasts on a range of editorial topics relevant to sponsors. eBooks feature recent, high-quality editorial content that are a cost-effective way to produce valuable marketing collateral and reach your target audience. If you're interested in a unique content sponsorship opportunity around a topic important to your product focus, let's discuss how we can come up with a solution.

GRANT ASSISTANCE PROGRAM

Each year, more than $60 billion in local government grant funding is available, including $12 billion in education grants alone. These are grants intended for local governments to apply, yet many municipalities are either unaware or ill-equipped to navigate the grant process. Having a grant strategy is essential in today's highly competitive market. With our Grant Assistance Platform we can help your customers get the funding they need to purchase your product.

PROGRAM INCLUDES:

- Sponsorship position and grant support within your product category
- 1:1 unlimited, personalized grant consulting from Senior Grant Consultants
- Customized grant research specific to each department's funding needs
- Reviews of department grant narratives and applications
- Access to Corporate Grantfinder, up to 10 user licenses
- Ongoing, pre-screened, product eligible Grant Alerts
- Your company logo rotating throughout the site
- Listing of your company's grant-relevant products
- Exposure within the GrantsHelp Newsletter
- Processing of up to 15 new grant support lead requests per month
- Monthly tracking reports on leads and status

GRANT FUNDING SUCCESS RATE:

Our success rate of getting departments funding for grants we write is higher than the national average.

40% GovGrantsHelp.com Average success rate

17% **National** Average success rate

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CAPABILITIES

DISPLAY ADVERTISING

PREMIUM DISPLAY

Interstitial 640x480

HOMEPAGE TARGETED

Homepage 728x90

Homepage 300x250

RUN OF SITE (ROS)

ROS 728x90

ROS 300x250

DISPLAY AD CREATION

One Banner

Up to 6 Banners

EMAIL ADVERTISING

PREMIUM DISPLAY

Exclusive General eBlasts

Exclusive Targeted eBlasts
Location, Rank/Title targeting available

EDITORIAL / PRODUCT INTEREST

Member eNewsletter

EG Tech Bulletin

SPECIALTY ENEWSLETTERS

Grants and Technology available

GRANT ASSISTANCE

GRANT ASSISTANCE PROGRAM

Grant Assistance Program
(15+ leads per month custom pricing available)

GRANTTRACKER PROGRAM

Contact us for pricing

GRANTFINDER PROGRAM

Contact us for pricing

CUSTOM CONTENT & EVENTS

Featured Custom Article or Case Study

Featured Custom Article Series

Premium Content Blast

Premium Content Supplement

Market Research Survey

Educational Whitepaper or eBook

Custom Roundtable Event

Lexipol communities combine to reach more than **3 Million** public safety and local government officials each month.

CONTACT US FOR MORE INFORMATION ON REACHING THE LOCAL GOVERNMENT MARKET.

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www.Gov1.com/advertise
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LEXIPOL

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