

CENTER FOR  
**DIGITAL**  
GOVERNMENT



Research Based Publishing

# Research Based Publishing

White Papers and Issue Briefs are an effective way to generate leads, demonstrate thought leadership, and educate the market. By providing unbiased information and analysis of a specific technology issue or topic, these papers:

## EDUCATE

**your potential customers before they talk to a salesperson** by introducing specific value and benefits of a particular technology solution or topic.

## REACH

**a wide audience through our print and online distribution channels** with a customized mailing and positioning on our award winning websites.

## GENERATE

**new leads through online hosting for 12 full months.** Interested prospects are delivered directly to your sales force.

## White Papers

Center for Digital Government (CDG) White Papers, written by CDG experts with a broad range of practical experience in state and local government and technology fields, are in-depth, thought leadership reports aimed at enlightening the market on a specific technology issue or topic. A member of CDG's publishing team will work closely with the sponsoring company to determine the subject or focus of the paper and the elements that should be covered within the scope of our White Paper definition. White Papers may be supported by interviews or case studies and are eight pages in length. Additional research can be commissioned to provide a broader basis for the paper.

## Issue Briefs

Drawing from the same core market expertise, CDG Issue Briefs are concise reports covering a specific technology issue or topic on which you would like to enlighten the market. A member of CDG's publishing team will work closely with the sponsoring company to determine the subject or focus of the brief. With a format of two to four pages, CDG market experts will then develop the Issue Brief based on these key topic areas:

- ▶ **What is the issue?**
- ▶ **Why is it important?**
- ▶ **Why now?**
- ▶ **What are the benefits?**
- ▶ **Who is currently exploring this?**
- ▶ **Where can I find out more?**

## Benefits:

- ▶ **3rd Party Credibility:** Written by a CDG expert and issued by the Center for Digital Government.

*White Papers and Issue Briefs contain no advertisement or promotion of the sponsoring company or its products, but will include acknowledgement of the underwriter on the back cover. Unlike advertising supplements, the underwriter has no review of the design or final editorial content. The underwriter will be invited to comment on the draft and may suggest ideas and content, which will be accepted at the discretion of the Center for Digital Government.*

- ▶ **Content:** CDG will conduct all supporting interviews, research, writing, and editing.
- ▶ **Creative Services:** Professional Design.
- ▶ **Acknowledgement:** Underwriter recognition on the back cover of the report which includes logo and 40 word corporate description.
- ▶ **Extended Visibility:** In addition to final delivery of the PDF, the white paper will also receive 12 months of online exposure on our websites, with monthly download reports for the first six months to a guaranteed minimum 200 downloads.
- ▶ **Optional Printing and Distribution:** A total of 1,500 copies for distribution and mailing as follows:
  - 1000 copies to support your teams in the field, leave-behinds at events, and your own marketing efforts.
  - 500 copies mailed to an agreed upon distribution list accompanied by cover letter from a CDG senior executive.

## Underwriter Investment Options:

### 8 Page White Paper

PDF and Printed (1,500 copies) ..... \$25,000

PDF only..... \$20,000

### 2 Page Issue Brief

PDF and Printed (1,500 copies) ..... \$9,500

PDF only..... \$7,500

### 4 Page Issue Brief

PDF and Printed (1,500 copies) ..... \$12,500

PDF only..... \$10,500



For more information  
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The Center for Digital Government is a national research and advisory institute on information technology policies and best practices in state and local government. Through its diverse and dynamic programs and services, the Center provides public and private sector leaders with decision support, knowledge, and opportunities to help them effectively incorporate new technologies in the 21st century.

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