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PSC Daily

2017 Media Kit



About the *PSC Daily*

The exclusive daily intelligence report for the government contracting community.

- ✓ Breaking News
- ✓ Advocacy & Policy Updates
- ✓ Upcoming Events
- ✓ Membership Information

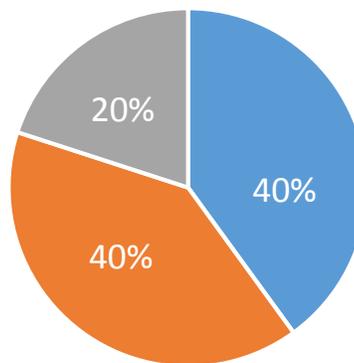


6,000+ opt-in email subscribers

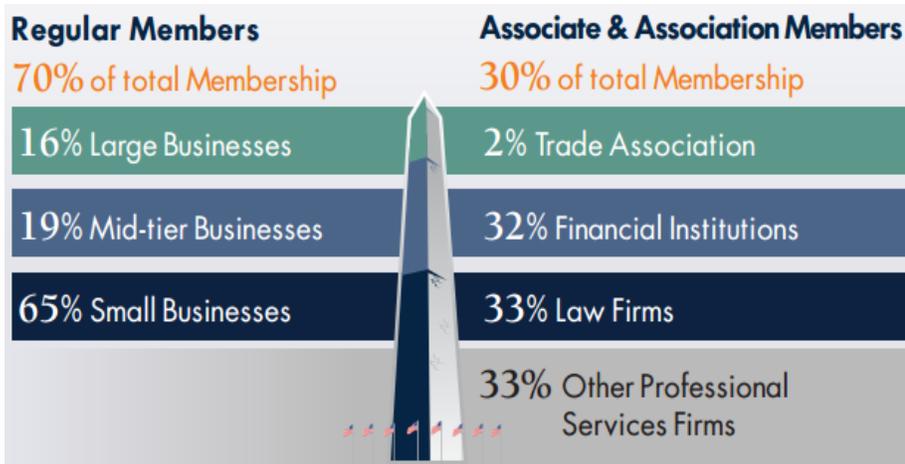
Key Industries

- ✓ Professional Services
- ✓ Technology Services
- ✓ Training
- ✓ Equipment & Facilities
- ✓ Maintenance
- ✓ Research & Development
- ✓ Engineering
- ✓ Aerospace
- ✓ Intelligence

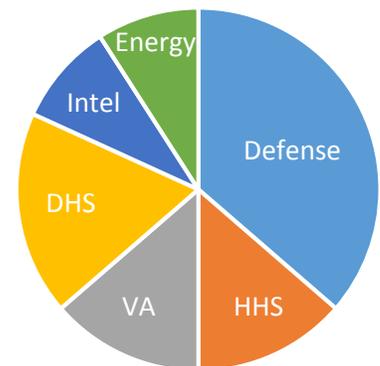
Subscriber Breakdown



- Executives & C-Suite Leadership
- Directors & Contract Heads
- Front-line Employees



Leaders Across Government



The Professional Services Council (PSC) is the voice of the government technology and professional services industry, representing the full range and diversity of the government services sector. PSC is the most respected industry leader on legislative and regulatory issues related to government acquisition, business and technology. PSC helps shape public policy, leads strategic coalitions, and works to build consensus between government and industry. With more than 400 company members, the trade association's members employ hundreds of thousands of Americans in all 50 states.

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Today's Daily

Acquisition and Business Policy | Tech | Association News | News You Should Know

Calendar

- Vision Kickoff 03/07/2016
- Labor Policy Meeting 03/09/2016
- Technology Council Meeting 03/09/2016
- Board Special Dues Meeting 03/11/2016
- CIDC Breakfast Meeting With USAID Administrator 03/21/2016
- Homeland Security Task Force Meeting 03/21/2016
- D&IC/ABPC: Air Force Bending the Cost Curve Meeting 03/23/2016
- Health & Human Services Task Force Meeting 03/24/2016
- Service Contract Act Training - March 2016 03/29/2016
- PSC Membership Orientation Webinar 03/30/2016

Featured council updates including:

- Acquisition & Business Policy
- Civilian
- International Development
- Defense & Intel
- Technology

Association News

Service Contract Act Training March 29-30
pscouncil.org - 03/04/2016
By registering for the SCA training, you will leave with a thorough knowledge of regulations, a deep understanding of how the regulations are enforced, and the ability to implement industry "best practices" in your company's compliance activities. In addition, you will be provided up-to-date information on the most critical issues relating to the SCA.

News You Should Know

Law Enforcement Modernization Offers Millions in Opportunities
washingtontechnology.com - 03/04/2016

After Long Road, New Start for \$200M DHS Support Contract
washingtontechnology.com - 03/04/2016

Encore III to Further Underpin Joint Information Environment
federaltimes.com - 03/04/2016

ACQUIRE Conference & EXPO
JUNE 8-9 2016
WASHINGTON, DC
10% Discount for PSC Members!

Featured new members: Federal Insights, LLC; JustinBradley; Palladium

Rectangle ad
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Calendar of
events

Featured
council
updates
including:

- Acquisition & Business Policy
- Civilian
- International Development
- Defense & Intel
- Technology

Featured event

Association
news

Square ad
170x160px

Featured
member news
& content

Daily news
roundup

Featured new
members

Why Advertise in the Daily?

- ✓ Access to more than 6,000 business decision makers daily
- ✓ Expert content curation with 20%+ *unique open rate* per issue
- ✓ Targeted campaign reporting including company names and total clicks

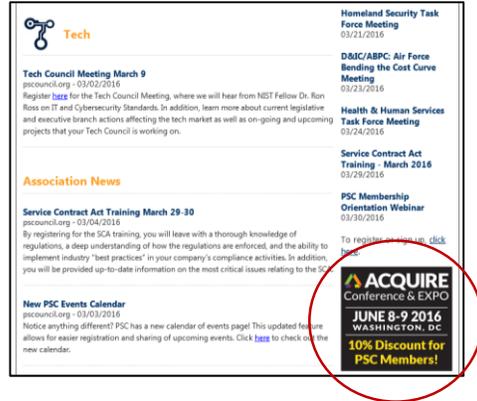
PSC Daily Advertising & Content Marketing Opportunities

Display Advertising

Rectangle Ad

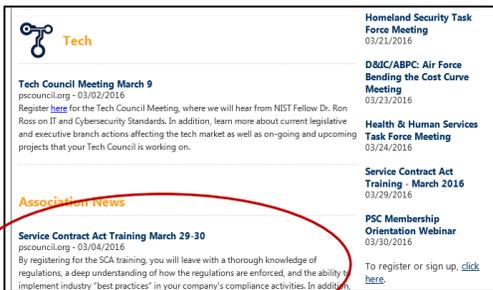


Square Ad

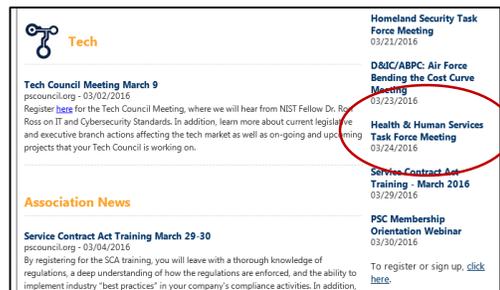


Sponsored Content (Available to PSC members only)

Featured Content



Featured Event



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PSC Daily Pricing

Full Weekly Sponsorship

Full sponsorship of a PSC Daily edition, minimum of one week \$2,500

Display Advertising

Description	Weekly Distribution	Price*
Rectangle Ad (header area) 467x95px	30,000 subscribers	\$1,200 weekly \$1,000 each additional consecutive week
Rectangle Ad (middle area) 467x95px	30,000 subscribers	\$1,000 weekly \$725 each additional consecutive week
Square Ad (side bar) 170x160px	30,000 subscribers	\$500 weekly \$400 each additional consecutive week

*20% Discount for PSC Members

Sponsored Content *(Available to PSC members only)*

Description	Daily Distribution	Price
Featured Content	6,000 subscribers	\$400 daily
Featured Event	6,000 subscribers	\$400 daily

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