

2017

Service Contractor Magazine

ADVERTISING INFORMATION KIT



Succeeding Together

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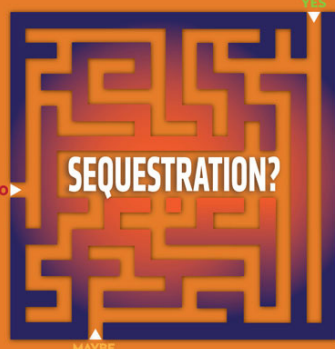
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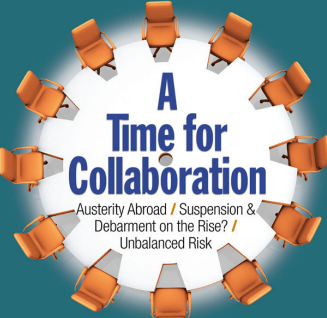
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About PSC

The Professional Services Council (PSC) is the voice of the government technology and professional services industry, representing the full range and diversity of the 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. PSC's more than 400 member companies represent small, medium, and large businesses that provide federal agencies with services of all kinds, including information technology, engineering, logistics, facilities management, operations and maintenance, consulting, international development, scientific, social, environmental services, and more. Together, the trade association's members employ hundreds of thousands of Americans in all 50 states.

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SERVICE CONTRACTOR MAGAZINE

Service Contractor is published by the Professional Services Council. Our magazine reaches professionals across the federal technology and professional services industry, key members of Congress and agency leaders. The magazine focuses on industry news, key issues in acquisition regulation and legislation, legal trends, and more.

No other magazine tailors its content so exclusively to the government technology and professional services sector.

Distribution

No magazine tailors its distribution like *Service Contractor* does.

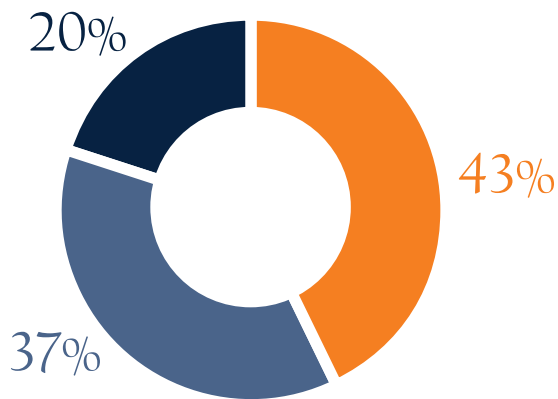
We mail copies to the most influential executives in every PSC member company and to a hand-curated list of the decision makers on the Hill and in the agencies. Then we distribute digitally to the thousands of contacts in PSC's database, through pscouncil.org in an attractive online reader, and through digital downloads. You'll log 10,000+ impressions each issue through our digital campaigns alone.

You won't find a better mailing list anywhere if you want to reach the true players in your target markets.

4,000+
COPIES DISTRIBUTED PER ISSUE

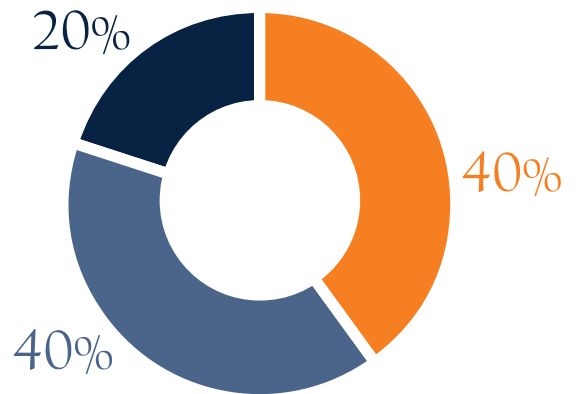
10,000+
ONLINE VIEWS

Federal Agency Mailing



- Top Agency Leaders
- Mid-level Leaders
- Front-line Employees

PSC Membership Mailing Breakdown

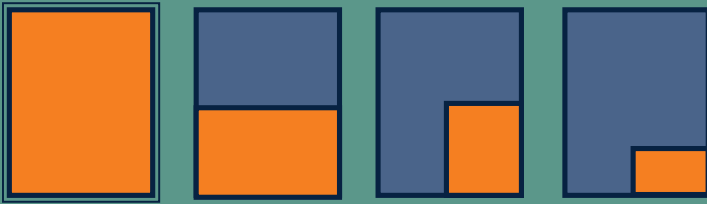


- Executive & C-Suite Leadership
- Directors & Contracting Heads
- Front-line Employees

Distribution Channels

- All **400+** PSC member companies
- Over **10,000** online impressions per issue
- Distributed at all meeting and events
- Trade and industry press distribution
- Key federal agency officials
- Key congressional member offices
- Key congressional committees and subcommittees

Ad Specifications & Rates



FULL

HALF

QUARTER

EIGHTH

PLEASE CONTACT US FOR SPECIAL SIZING OR CUSTOMIZED PLACEMENTS.

Art Submission Guidelines

| Dimensions | Size Specifications |
|------------|---|
| Full Page | 8.5" wide x 11" tall (1/8 inch bleed each side) |
| 1/2 Page | 7.5" wide x 5" tall |
| 1/4 Page | 3.583" wide x 4.833" tall |
| 1/8 Page | 3.5" wide x 2" tall |

Media:

- Electronic files submitted by e-mail to marketing@pscouncil.org

High-end file formats required:

- 300 dpi for photos
- Vector art for logos is preferred. Fonts must be converted to outline. (Photos from the web are not acceptable unless they are labeled as high resolution from an image gallery.)

File Formats:

- Adobe PDF (submitted as high resolution, flattened CMYK) or EPS

Other Instructions:

- All elements must be placed at 100 percent size
- Must include crop marks
- Embed all fonts, images/scans, logos/artwork

2017 Member Ad Rates

| Dimensions | Single Issue | Three Issues |
|------------|--------------|--------------|
| Full Page | \$2,200 | \$5,940 |
| 1/2 Page | \$1,600 | \$4,320 |
| 1/4 Page | \$1,050 | \$2,835 |
| 1/8 Page | \$700 | \$1,890 |

2017 Member Ad Rates for Premium Placement of Full Page Ads

| Ad Placement | Single Issue | Three Issues |
|--------------------|--------------|--------------|
| Back Cover* | \$3,450 | \$9,315 |
| Specific Page | \$3,250 | \$8,775 |
| Inside Front Cover | \$2,875 | \$7,762 |
| Inside Back Cover | \$2,760 | \$7,452 |

*(Back cover dimensions: 8.5" wide x 8" tall to accommodate mailing panel across the top of the back cover, no bleeds on top margin please)

2017 Non-Member Ad Rates

| Dimensions | Single Issue | Three Issues |
|------------|--------------|--------------|
| Full Page | \$3,300 | \$8,910 |
| 1/2 Page | \$2,300 | \$6,210 |
| 1/4 Page | \$1,575 | \$4,252 |
| 1/8 Page | \$900 | \$2,430 |

2017 Non-Member Ad Rates for Premium Placement of Full Page Ads

| Ad Placement | Single Issue | Three Issues |
|--------------------|--------------|--------------|
| Back Cover* | \$5,000 | \$13,500 |
| Specific Page | \$4,750 | \$12,825 |
| Inside Front Cover | \$4,500 | \$12,150 |
| Inside Back Cover | \$4,400 | \$11,880 |

*(Back cover dimensions: 8.5" wide x 8" tall to accommodate mailing panel across the top of the back cover, no bleeds on top margin please)

Editorial & Print Calendar

2017 Deadlines for Submissions

| | | | |
|----------|----------------|---------------|----------------------|
| ISSUE | Spring (April) | Summer (July) | Fall/Winter(October) |
| DEADLINE | March 1, 2017 | June 1, 2017 | Sept. 1, 2017 |

In Every Issue

President's Corner: PSC's President & CEO David Berteau sets the stage with background and commentary on the issue theme.

The Sounding Board: Members of the PSC Board of Directors give their expert view of pressing topics facing our industry.

Policy Spotlight: The PSC policy team dives deep into the specifics of the hottest recent policy news.

Bill Tracker: Our bill tracker provides a summary of the status and impact of every important legislative development coming from the Hill.

Council Corner: See what our councils are up to and find out how you can benefit from joining them.

Member News: Member News features new hires, company sales and acquisitions, special awards, and any general news from your company.

PSC Scene & Heard: See where PSC has been in our photo spreads.

Contact / Payment Information

For all advertisement orders and questions, contact Cassie Katz, Director of Marketing, at katz@pscouncil.org or (703)875-8986.

All payments due with ad submission. Please make check payable to **Professional Services Council** and mail to:

Robert Piening, Director of Finance
Professional Services Council
4401 Wilson Blvd., Suite 1110
Arlington, VA 22203

Advertising Policy: Any advertising appearing in this magazine cannot be construed as an endorsement by PSC of its member companies. The publisher reserves the right to reject, discontinue, or edit any advertisement. All advertising will be reviewed with sensitivity to the interests of the association with respect to intended content for *Service Contractor*. Political advertisements and advertisements for alcoholic or tobacco products cannot be accepted. Dates are subject to change.

Past Advertisers

| | | |
|-------------------------------------|---------------------------------------|--------------------------------|
| Akima | Engility Corporation | PilieroMazza PLLC |
| Aleut Management Services, LLC | Vectrus | R. Edgar and Associates |
| American Public University | FCE Benefit Administrators, Inc. | Regions Financial Corporation |
| Baker Tilly | Federal Publications Seminars | Republic Capital Access |
| BDO USA, LLP | Fluor Corporation | Sabre Systems, Inc. |
| Bloomberg Government | The Federal Market Group | Sagent Advisors, LLC |
| The Boon Group | Government Service Administrators | SAIC |
| Booz Allen Hamilton | George Washington University | Salient Federal Solution |
| Boscobel Marketing Communications | HeiTech Services, Inc. | SiloSmashers |
| CBIZ National Benefit Alliance, LLC | Hogan Lovells US LLP | Sotera Defense Solutions, Inc. |
| Centre Consulting, Inc. | Integrity Management Consulting, Inc. | Spriggs Consulting Services |
| Cherry Bekaert and Holland | JBS International, Inc. | SRA International, Inc. |
| Citizens Commercial Bank | Jonas Software | Stifel |
| Cubic Application's, Inc. | Lockton Companies, LLC | TD Bank |
| DAI | Maral, LLC | The RAIL Group Consulting LLC |
| DC Rainmakers | MCR, LLC | Triple Canopy |
| Dell Services Federal Government | Microsoft Corporation | Unanet |
| Delta Resources, Inc. | Monument Policy Group | U.S. TechVets |
| Deltek | Native American Insurance Services | Wells Fargo Bank |
| DynCorp International | NeoSystems Corp. | Westat |
| EMCOR Government Services | Olgoonik Technical Services, LLC | Wyle |

Key Congressional & Senate Committees

Senate Committees:

Appropriations
 Armed Services
 Foreign Relations
 Health, Education, Labor & Pensions
 Homeland Security and Governmental Affairs
 Select Committee on Intelligence
 Small Business & Entrepreneurship
 Veterans Affairs

House Committees:

Appropriations
 Armed Services
 Education & Workforce
 Foreign Affairs
 Homeland Security
 Oversight and Government Reform
 Select Committee on Intelligence
 Rules
 Small Business
 Veterans Affairs

Key Agency Offices

Executive Office of the President

Office of Management and Budget [OMB]
Office of Federal Procurement Policy [OFPP]

Department of Commerce

International Trade Administration
President's Export Council

Department of Defense

Office of the Under Secretary of Defense for Acquisition, Technology and Logistics

Office of the Under Secretary of Defense for Personnel and Readiness

Office of the Under Secretary of Defense for Policy

Office of the Under Secretary of Defense (Comptroller)

Defense Contract Audit Agency [DCAA]

Defense Information Systems Agency [DISA]

Defense Contract Management Agency [DCMA]

Defense Procurement and Acquisition Policy [DPAP]

Office of Small Business Programs

Defense Logistics Agency [DLA]

Cyber Command [USCYBERCOM]

Defense Science Board

Department of the Air Force

Installations, Environment and Logistics
Air Force Materiel Command

Department of the Army

Office of the Secretary of the Army
Army Materiel Command

Office of the Assistant Secretary of the Army for Acquisition, Technology and Logistics

Department of the Navy

Under Secretary of the Navy
Chief of Naval Operations [CNO]
Assistant Secretary of the Navy for Research, Development and Acquisition

Naval Supply Systems Command [NAVSUP]

Naval Air Systems Command [NAVAIR]

Naval Sea Systems Command [NAVSEA]

SeaPort Program Office

Office of the Director of National Intelligence

Central Intelligence Agency [CIA]

Intelligence Advanced Research Projects Activity [IARPA]

Department of Energy

Office of Acquisition and Project Management

Office of Management

Office of the Chief Information Officer

Department of Health and Human Services

Centers for Medicare and Medicaid Services [CMS]

National Institutes of Health [NIH]

Office of Logistics and Acquisition Operations

Office of Small and Disadvantaged Business Utilization

Office of the Assistant Secretary for Administration and Management

Department of Homeland Security

Federal Emergency Management Agency [FEMA]

National Protection and Programs Directorate

U.S. Coast Guard

Department of Labor

Office of the Assistant Secretary for Administration and Management

Office of Competitive Sourcing

Office of Small Business Programs

Wage & Hour Office of Enforcement Policy

Department of Veterans Affairs

Office of the Secretary

Office of Small and Disadvantaged Business Utilization

Office of Acquisition, Logistics and Construction

Strategic Acquisition Center [SAC]

Technology Acquisition Center [TAC]

General Services Administration

Office of the Administrator

Office of the Chief Information Officer

Federal Acquisition Service [FAS]

Federal Acquisition Institute [FAI]

Office of Governmentwide Policy

Office of Acquisition Policy

Government Accountability Office

Acquisition and Sourcing Management

National Aeronautics and Space Administration

Office of Procurement

Small Business Administration

Office of Government Contracting

United States Agency for International Development

Office of the Administrator

Bureau for Management

Global Development Lab



4401 Wilson Blvd., Suite 1110
Arlington, VA 22203
Phone: 703-875-8059 Fax: 703-875-8922
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