

Forbes

Forbes Issue Date: March 26, 2012

Billionaires Issue

Closing Date: January 9, 2012

Ad Materials Due: January 30, 2012

NORTHERN VIRGINIA TECHNOLOGY COUNCIL

EMPOWERING AND CONNECTING TECHNOLOGY'S INNOVATORS



REACHING 5.1 MILLION FORBES READERS



NORTHERN VIRGINIA TECHNOLOGY COUNCIL

Share Your Northern Virginia Success Story and Reap the Benefits

In partnership with the Northern Virginia Technology Council (NVTC), Forbes magazine will produce *Empowering and Connecting Technology's Innovators*, a special advertising section that will appear in the March 26, 2012 "Billionaires" issue of Forbes.

Since the Dulles Toll Road tech corridor opened between Washington, D.C., and the Washington Dulles International Airport, Northern Virginia has been a major hub of development and growth for the technology community, attracting both start-ups and industry giants from across the nation as well as around the world.

Today the region's tech community is more vital than ever, supported by a ubiquitous high-tech infrastructure and fueled by an abundant and well-educated workforce. Top industry innovators are focused on growth sectors including cyber security, health-care IT, data storage, data centers and cloud computing, energy smart grid, mobile communications and homeland security, and are poised to lead in new technology development well into the future.

Take advantage of this opportunity to tell a highly influential corporate audience—5.1 million executive decision makers, active investors and affluent consumers—why the Northern Virginia region continues to thrive as a hotbed for technology and innovation.

Section topics will include:

- Why technology businesses choose Northern Virginia
- How and why the region continues to flourish despite global economic challenges
- How world-class universities and strong community colleges provide a workforce that is skilled, educated and globally connected
- Key growth areas for technology innovation and how these sectors are evolving to meet tomorrow's needs
- The region's prime location, including proximity to the federal government
- A welcoming, pro-business environment

Forbes readership source: MRI Fall 2011



“Northern Virginia is home to a powerful base of technology giants, a growing cadre of innovative start-ups, a highly educated workforce and first-class universities. The region's technology leadership, innovation and entrepreneurial spirit have helped build the Commonwealth's reputation as a Top State for Business. As the largest technology council in the nation, NVTC promotes economic growth and professional development in Northern Virginia's technology sector to ensure the region continues to thrive.”

NVTC President and CEO Bobbie Kilberg



EMPOWERING AND CONNECTING TECHNOLOGY'S INNOVATORS

Flexible Sponsorship Options

Regular Advertising Unit

Premier Sponsor Bonus: Purchase a full-page or larger ad at the special Northern Virginia section rate and receive a free one-third-page CEO profile unit (see description below).

CEO Profile Unit

Forbes can create a highly visible one-third-page profile unit in which you provide text (maximum 150 words) that showcases your organization's success story in the words of your pictured top executive. Utilize this space to highlight your products, services, expertise and investment potential, as well as what makes your organization an irrefutable asset to the region.

Materials: Please e-mail text graphics to Allison Rickert (arickert@forbes.com) by February 6, 2012. Please make sure that all graphics are 300 DPI .eps files.



Value-Added Benefits

Participating advertisers will receive:

- **Long-Term Exposure** — Your message will live beyond the pages of Forbes, because NVTC will receive and distribute section reprints at events and in response to corporate inquiries.
- **Web Address Listing** — Sponsors will be listed in the section’s Web Address Directory, inviting readers to seek more information.
- **Forbescustom.com** — The section text will appear online for six months with links to sponsor web sites.
- **Free Reprints** — Full-page advertisers will receive 200 section reprints for use in their promotion efforts.

Reach Executive Decision Makers:

- 820,000 are top managers
- 133,000 are C-level executives
- 1,615,000 make business purchase decisions
- 584,000 are top managers who make technology business purchases
- 245,000 are involved in purchasing convention or meeting sites

Sources: MRI Fall 2011; MRI Spring 2011

Paperwork/Materials

- For sponsor forms/insertion orders: E-mail Mark Furlong at mfurlong@forbes.com or Michelle Senglaub at msenglaub@nvtc.org, or call Heather Knowles at 212-620-2264.
- To submit sponsor forms/insertion orders: Sign and fax to the Forbes Business Office at 212-620-2472.
- For digital ad specifications, visit forbesmedia.com.
- To submit profile unit text, picture and logo: E-mail Allison Rickert at arickert@forbes.com or call 212-620-2446.



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Please fax insertion orders to the Forbes Business Office at 212-620-2472.

For digital ad specifications and instructions for uploading materials to the Forbes Ad Shuttle, visit www.forbesmedia.com.

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