

## 2019 ICMA SmartBrief Packages

The Smarter Way to Reach Local Government Leaders ICMA SmartBrief is a subscription-only (24,220 subscribers) news service dedicated to informing local government management professionals of the news shaping their industry. Developed in exclusive partnership with the International City/County Management Association, it provides a daily summary of essential local government news.

*“The SmartBrief publications have been a valuable investment for us. From an audience, engagement and cost per lead perspective — these programs are driving a positive impact on our demand generation initiatives.”*

— Marketing Manager, Salesforce ExactTarget Marketing Cloud

*“It is very helpful to me to have the story highlights given in brief so I can quickly peruse the daily briefs to see if there is something relevant to my work to investigate further.”*

— Community Development Coordinator, Lewis and Clark County, MT

### \$25,000 - SmartBrief Top Performers Advertising Package

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13x News 1 @ \$750/each

Optional: SB hosted lead capture landing page

### \$10,000 - SmartBrief Top Performers Advertising package

13x News 1 @ \$750/each

Optional: SB hosted lead capture landing page

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The screenshot displays the ICMA SmartBrief website interface. At the top, it shows the date "September 21, 2017" and the ICMA logo. Below the header, there are several news sections:

- LEADERSHIP AND MANAGEMENT:** Features an article titled "Government agencies should aim for more positive work environment" with a sub-headline "Private sector companies ranked as great employers are often focused on having a positive work environment that goes beyond competitive salaries or benefits." It includes a "Share this page" button and social media icons.
- BUDGETING AND FINANCE:** Features an article titled "Okla. sheriff contributed to funding shortfall, audit finds" with a sub-headline "A sheriff in Oklahoma neglected to bill the state for more than \$240,000 it was owed for housing state prisoners over a six-month period, finds a report by the state auditor." It includes a "Share this page" button and social media icons.
- EMERGENCY MANAGEMENT AND PUBLIC SAFETY:** Features an article titled "River through Tucson deemed a flooding danger" with a sub-headline "Sediment and vegetation that have accumulated since record flooding in 1982 have left the Santa Cruz River in Tucson, Ariz., in a newly flood-prone state, per a report prepared for Pima County." It includes a "Share this page" button and social media icons.
- ECONOMIC DEVELOPMENT, RESTORATION AND SUSTAINABILITY:** Features an article titled "US coastal growth powers ahead despite storms" with a sub-headline "Development along the US coastline hasn't been deterred by repeated devastating storm warnings, an Associated Press survey shows." It includes a "Share this page" button and social media icons.