

7th Annual Federal Media & Marketing Study



ORDER FORM

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MonicaM@MarketConnectionsInc.com**

This popular syndicated study combines actual media usage of mid- to senior-level federal decision-makers with their demographics, job function and purchasing habits. Survey responses from more than 3,000 decision-makers highlight their media usage spanning print, broadcast, social, mobile and online.

2015 HIGHLIGHTS

- **Job Function and Purchase Responsibility** – More than 25 different occupations and areas of purchase, by product and service
- **Purchase by Dollar Volume** - Do spending levels vary inside the Beltway vs. outside?
- **Media Usage** - 45+ publications, 70+ websites and mobile sites; 15+ social sites; differences inside the Beltway vs. outside
- **E-newsletters** - Preference by specific topics
- **Mobile devices** - Smartphones, tablets, e-readers for access to email, news websites, social media and video
- **Broadcast** - Radio and television use inside the Beltway
- **Trusted Media Sources** - To what extent do decision makers trust news and information from different media sources?
- **Preferred Media Channels** - What are the preferred media channels for breaking news, government news, local, international and national news?

PLEASE SEND:	<input type="checkbox"/> \$3,995 <i>through</i> <i>Oct. 16, 2015</i>	7th Annual Federal Media & Marketing Study Online Data Reporting Tool
	<input type="checkbox"/> \$4,295 <i>after</i> <i>Oct. 16, 2015</i>	

BILLING INFORMATION

Contact Name	
Company	
Address	
City/State/Zip	
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PAYMENT INFORMATION (due at order)

	Check #		Purchase Order #	
	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover			
Card Number			Expiration Date	
Name on Card				
Signature				