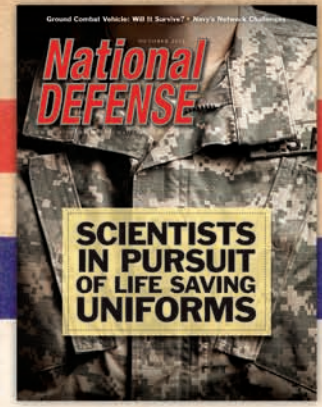
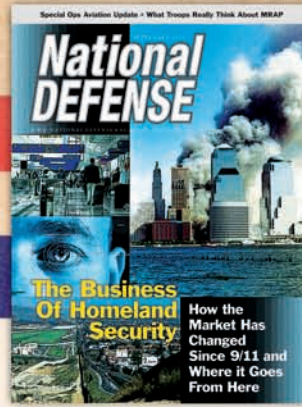
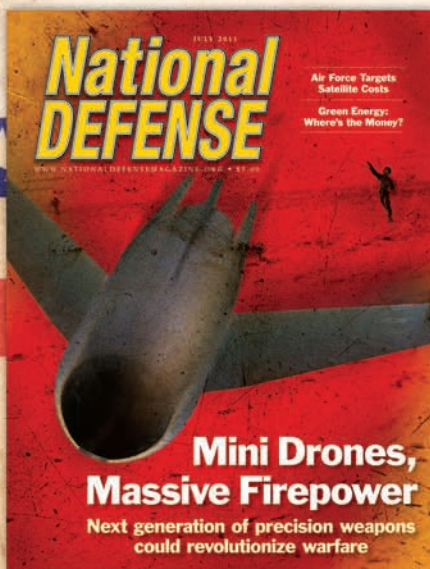


National DEFENSE

www.NationalDefenseMagazine.org



2012 NATIONAL DEFENSE EDITORIAL + RATE CARD



Published by **NDIA**
National Defense Industrial Association

Trusted. Insightful. Relevant.

National Defense Magazine

A highly regarded news source for defense professionals in government and industry, *National Defense* offers insight and analysis on defense programs, policy, business, science and technology. Special reports by expert journalists focus on defense budgets, military tactics, doctrine and strategy.

From the broad industry perspective down to your niche market, *National Defense* positions your business for success.

Our 75,469 BPA audited (June 2011 statement) subscribers find *National Defense* such a useful source of news and information that they share their copy with an average of 2.8 of their colleagues (publisher's own data) — expanding the reach of *National Defense* to more than 286,780 readers each month.

National Defense is committed to bringing quality information to its readers and providing advertisers an audience of decision-makers with purchasing power.

***National Defense* is read by:**

- Members and key staff of the House and Senate
- General/Flag officers in military services
- Government & military acquisition/procurement workforce
- Department of Defense personnel
- Corporate executives
- Industry prime contractors & subcontractors
- Military, government and industry project managers
- Personnel in the research and development community
- Professional consulting and service firms
- And more...

Reader Profile:

- Rates *National Defense* the #1 benefit of NDIA membership
- Is a decision-maker or decision-influencer
- Involved in purchasing, contracting decisions (86%)
- Has taken an action as a result of seeing an ad in *National Defense* (56%)
- Has a post-graduate degree (56%) or studied at the post-graduate level (13%)
- Travels extensively — 9.5 business trips within a year (77%)
- Reports a six-figure household income (77%)

(Source: publisher's own data)

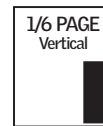
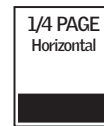
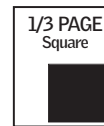


National Defense is published monthly by the National Defense Industrial Association (NDIA).

RATE INFORMATION

Frequency	1X	3X	6X	9X	12X
COVERS					
These include full-page, four-color, and premium position charges					
Cover 4	\$10,715	\$10,290	\$9,785	\$9,160	\$8,725
Cover 2	\$10,000	\$9,585	\$9,065	\$8,440	\$7,970
Cover 3	\$9,400	\$9,000	\$8,525	\$7,910	\$7,700
TWO-PAGE SPREAD					
B&W	\$11,635	\$11,030	\$10,255	\$9,305	\$8,925
2 Color	\$12,590	\$11,970	\$11,160	\$10,195	\$9,745
4 Color	\$13,565	\$13,020	\$12,210	\$11,220	\$10,695
FULL-PAGE					
B&W	\$6,665	\$6,150	\$5,605	\$4,995	\$4,750
2 Color	\$7,510	\$6,970	\$6,425	\$5,820	\$5,560
4 Color	\$8,580	\$8,030	\$7,455	\$6,830	\$6,665
1/2 PAGE					
B&W	\$4,125	\$3,785	\$3,465	\$3,140	\$3,090
2 Color	\$5,025	\$4,675	\$4,330	\$4,000	\$3,880
4 Color	\$6,040	\$5,670	\$5,305	\$4,975	\$4,840
1/3 PAGE					
B&W	\$2,695	\$2,500	\$2,270	\$2,035	\$1,910
2 Color	\$3,605	\$3,385	\$3,135	\$2,885	\$3,785
4 Color	\$4,620	\$4,390	\$4,120	\$3,855	\$3,745
1/4 PAGE					
B&W	\$2,100	\$1,945	\$1,725	\$1,540	\$1,350
2 Color	\$3,390	\$2,805	\$2,580	\$2,380	\$2,350
4 Color	\$3,970	\$3,795	\$3,540	\$3,320	\$3,260
1/6 PAGE					
B&W	\$1,345	\$1,255	\$1,150	\$1,050	\$945
2 Color	\$2,205	\$2,100	\$1,995	\$1,865	\$1,750
4 Color	\$3,185	\$3,050	\$2,930	\$2,785	\$2,660

*ALL RATES ARE GROSS. AGENCY DISCOUNT IS APPLICABLE TO RECOGNIZED AGENCIES



ADVERTISING LAYOUTS

SIZE SPECIFICATIONS

AD layouts	Size in Inches	Bleed in Inches
Two-page spread*	16.50 x 10.875	16.75 x 11.125
Full page*	8.25 x 10.875	8.5 x 11.125
1/2 page horizontal	7.75 x 4.875	N/A
1/2 page island	4.877 x 6.875	N/A
1/2 page vertical	3.468 x 10.3	N/A
1/3 page vertical	2.171 x 10.3	N/A
1/3 page square	4.877 x 4.875	N/A
1/4 page horizontal	7.75 x 2.429	N/A
1/4 page vertical	3.60 x 4.875	N/A
1/6 page vertical	2.339 x 4.875	N/A

*FULL PAGE LIVE AREA 7.75 X 10.375

2012 CLOSING DATES

Issue	Ad Closing	Materials Due
January	12/08/11	12/12/11
February	01/10/12	01/12/12
March	02/10/12	02/14/12
April	03/12/12	03/14/12
May	04/10/12	04/12/12
June	05/11/12	05/15/12
July	06/11/12	06/13/12
August	07/10/12	07/12/12
September	08/13/12	08/15/12
October	09/11/12	09/13/12
November	10/09/12	10/11/12
December	11/02/12	11/07/12

TRADESHOW BONUS DISTRIBUTION 2012

JANUARY

- Shot Show 2012
- Marine West
- Armed Forces Communications and Electronics Association (AFCEA) & U.S. Naval Institute West 2012
- Combating Terrorism Technical Support Office Advanced (CTTSO) Advanced Planning Briefing for Industry
- Defense Systems Acquisition Management Course (DSAM)
- PSA's Winter Roundtable
- AFEI's Inter-Agency: PM-ISE
- Procurement Division Meetings

FEBRUARY

- Tactical Wheeled Vehicles Conference
- Ground Robotics Capabilities Conference & Exhibition
- Special Operations/Low Intensity Conflict (SO/LIC) Symposium & Exhibition
- Munitions Executive Summit
- NTSA's National Modeling & Simulation Congress
- NTSA's Testing & Training Cross Talk Forum
- AFEI's Supply Chain Innovation with ASU
- AFEI's Agile Development for DoD
- Mastering Business Development Workshop

MARCH

- Joint Chemical, Biological, Radiological and Nuclear Conference & Exhibition
- National Logistics Conference & Exhibition
- Ground Robotics Capabilities Conference & Exhibition
- Defense Industrial Base Critical Infrastructure Protection Conference (DIB/CIP)
- United States Pacific Command Operational Science Technology Conference & Exhibition
- Joint Undersea Warfare Technology Spring Conference
- National Test and Evaluation Conference
- AFEI's SharePoint for Government
- Defense Systems Acquisition Management Course (DSAM)
- Procurement Division Meetings

APRIL

- Army Aviation Association of America (AAAA) Annual Convention
- Marine South
- SPIE Defense Security & Sensing
- Gov/Sec -U.S. Law Conference and Exhibition
- FOSE 2012
- Marine Corps Systems Command (MCSC) Program Executive Officer, Land Systems, Advanced Planning Briefing for Industry

- Science & Engineering Conference & DoD Technology Exposition
- 37th Atlanta Executive Seminar Conference
- PSA's Annual Program Review
- AFEI's DoD Enterprise Architecture

MAY

- Special Operations Forces Industry Conference (SOFIC)
- Joint Armaments Conference, Exhibition & Firing Demonstration (Small Arms & Guns and Missiles)
- ITEC 2012 – International Training & Education Conference & Exhibition
- Explosive Ordnance Disposal (EOD) Conference & Exhibition
- Environment, Energy & Sustainability Symposium & Exhibition (E2S2)
- NTSA's USAF Advanced Planning Briefing for Industry
- Expeditionary Warfare Wargame
- Missile Defense Division SBIR Industry Day
- Insensitive Munitions/Energetic Materials (IM/EM) Technology Symposium
- FUZE Conference
- Joint AIA/NDIA Industrial Security Meeting
- Procurement Division Meetings

JUNE

- Eurosatory 2012
- Defense Logistics Agency Conference & Exhibition
- NTSA's Training & Simulation Industry Symposium
- National Security, Space and Architecture Policy Symposium
- National Small Business Conference
- PSA's Precision Strike Annual Programs Review
- AFEI's DoD SOA & Semantic Tech
- Defense Systems Acquisition Management Course (DSAM)
- Mastering Business Development Workshop

JULY

- AUVSI's Unmanned Systems North America 2012
- Integrated Air & Missile Defense Conference
- Procurement Division Meetings

AUGUST

- Joint Missions Conference
- Bio Surveillance Conference
- Joint Ballistics & Warheads Conference
- NTSA's Joint Advanced Distributed Learning Co-Lab Implementation Fest

SEPTEMBER

- Modern Day Marine
- Air Force Association - Annual Air & Space Conference & Exhibition
- National Guard Association of the United States Conference and Exhibition (NGAUS)
- Joint Program Executive Office for Chemical and Biological Defense Advanced Planning Briefing for Industry
- Homeland Security Conference & Exhibition
- Joint Undersea Warfare Technology Fall Conference
- PSA's UAV Forum
- Defense Systems Acquisition Management Course (DSAM)
- Mastering Business Development Workshop
- Procurement Division Meetings

OCTOBER

- United States Coast Guard Innovation Expo
- Association of United States Army (AUSA) Annual Conference
- Tank Automotive Command (TACOM) Advanced Planning Briefing for Industry
- Logistics Officers Association Annual Conference & Exhibition
- Targets, UAVs, and Systems Range Operations Symposium & Exhibition
- Combat Vehicles Conference
- Systems Engineering Conference
- Expeditionary Warfare Conference
- Stability, Security, Transition & Reconstruction Operations Conference
- MODSIM World
- Program Management (IPM) Conference
- United States – United Kingdom – Canada Trilateral Conference
- United States-Korea Conference

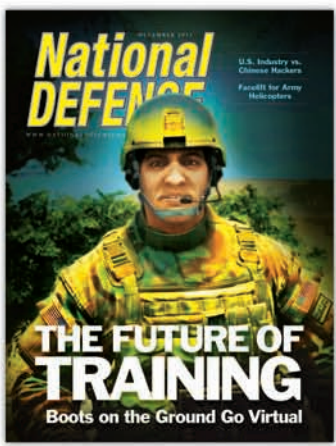
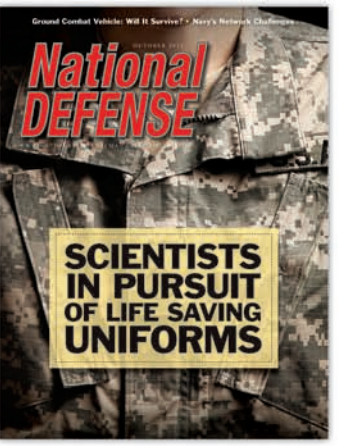
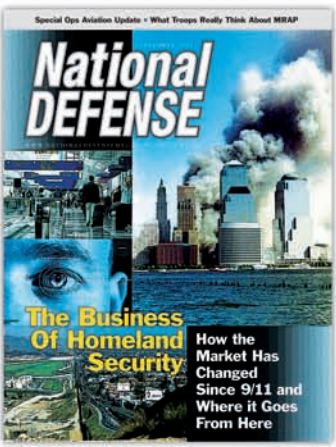
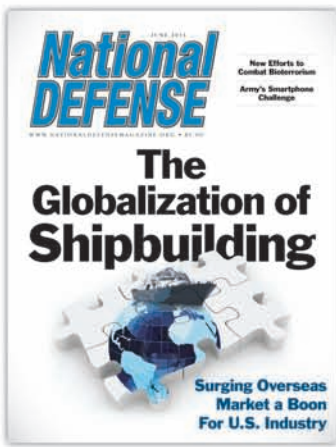
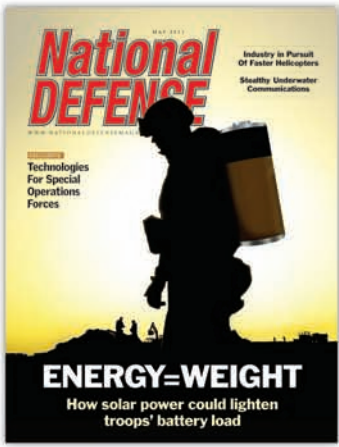
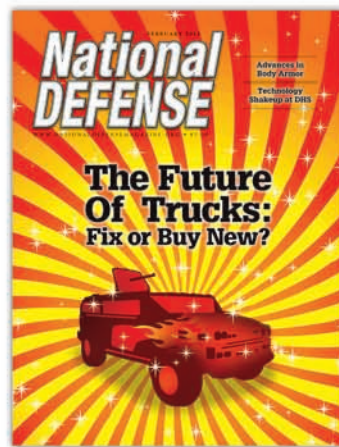
NOVEMBER

- Department of Defense Maintenance Symposium and Exhibition
- Aircraft Survivability
- Disruptive Technologies Conference
- Physics Based Modeling and Simulation Conference
- Mastering Business Development Workshop
- Procurement Division Meetings

DECEMBER

- Interservice/Industry Training, Simulation & Education Conference (I/ITSEC)
- Program Executive Office Integrated Warfare Systems (PEO IWS)

*Bonus distributions subject to change. Visit www.nationaldefensemagazine.org for the latest updates.



EDITORIAL CALENDAR 2012

JANUARY

- Tactical Communications
- Marine Corps Programs

FEBRUARY

- Tactical Wheeled Vehicles
- Robotics Technology

MARCH

- Modernizing the Force: Ground, Sea, Air

APRIL

- Army Aviation
- Undersea Warfare

MAY

- Special Operations
- Intelligence, Surveillance, Reconnaissance

JUNE

- Energy and Power Sources
- Next-Generation Military Vehicles

JULY

- Cybersecurity
- Unmanned Aviation

AUGUST

- Directory of Defense Corporations
- Directory of Military Acquisition Programs

SEPTEMBER

- Homeland Security
- Naval Aviation

OCTOBER

- Soldier Technology
- Coast Guard Programs

NOVEMBER

- Defense Science and Technology
- Battlefield Intelligence

DECEMBER

- Simulation, Modeling & Training Technologies

The topics listed in this calendar only comprise about one-third of the editorial content each month

Editorial calendar subject to change. Visit www.NationalDefenseMagazine.org for the latest updates.

ELECTRONIC SPECIFICATIONS

National Defense Magazine and the NTSA's Annual Training & Simulation Trends and Technology Review (I/ITSEC Exhibits Guide) are published through a fully digital, direct-to-plate workflow. In order for us to ensure correct, high quality output from your files, please follow these specifications.

PREFERRED FORMAT

- **PDF:** High resolution PDFs with: **1.** All fonts embedded (no True Type fonts accepted) **2.** Correct color mode (CMYK or Grayscale) **3.** 300 dpi resolution. **4.** No OPI settings (Uncheck "Preserve OPI comments" in Advanced preferences)

ACCEPTED FORMATS

- **INDESIGN / QUARK XPRESS:** All fonts and linked images must be supplied with the files. Fonts should be PostScript (Adobe Type 1) based fonts. Linked images (photos, logos etc.) must be supplied in TIFF or EPS formats. Avoid reducing large files placed in Indesign or Quark Xpress. Please avoid sending unnecessarily large/high-resolution files.

- **ADOBE ILLUSTRATOR:** All type set in Adobe Illustrator must be converted to paths. Files should be saved in .EPS format. Embedded Photoshop files must be CMYK or grayscale.

- **ADOBE PHOTOSHOP:** Files should be flattened and saved in .PSD or .TIF format. CMYK or grayscale mode only.

ADDITIONAL SPECIFICATIONS

- Magazine Trim Size: 8.25 x 10.875
- Line screen: 133 lpi (lines per inch)
- National Defense and the NTSA Yearbook are printed on a web-offset press
- Files are output at 133 line screen for text pages and covers
- Two-color ads must be saved as CMYK files
- Please make sure all colors are CMYK – NO RGB COLORS
- Black and white ads should be saved as grayscale files
- Total density factors of all colors should not exceed 280%

A hard-copy proof (laser print or fax proof) must be supplied so we can verify output. Color ads require a color proof.

HOW TO SUBMIT ADVERTISING MATERIALS:

- **Email to dpignotti@ndia.org and mharrell@ndia.org**
- **Upload to our FTP site (email us for FTP user/password)**
- **Mail or FedEx/UPS to:**

**Attn: Advertising
National Defense
2111 Wilson Blvd., Suite 400
Arlington, VA 22201-3061**

MAGAZINE CONTACTS

Dino Pignotti, Vice President, Advertising
Tel: (703) 247-2541
Fax: (703) 522-4602
Email: dpignotti@ndia.org

Sandra I. Erwin, Editor
Tel: (703) 247-2543
Email: serwin@ndia.org

Mike Harrell, Advertising Coordinator
Tel: (703) 247-2576
Fax: (703) 522-4602
Email: mharrell@ndia.org

Lawrence P. Farrell, Jr., Lt. Gen., USAF (Ret.), Publisher and NDIA President
Tel: (703) 247-2549
Email: lfarrell@ndia.org

COPY AND CONTRACT RULES

For information regarding production requirements, special positions, supplements, bound or tipped inserts, rates, and other information, please contact the V.P., Advertising.

Materials

Original advertising materials are discarded 12 months after publication unless agency/client requests, in writing, the return of such materials.

Frequency Rates

Credits earned by increasing frequency rate are applied to future billing.

Invoices

All invoices are due 30 days after date of billing. Past due invoices are subject to 1% service charge per month. Delinquent accounts are reported and advertising suspended. All costs of collection, including attorney fees, are charged for accounts referred for collection.

Dual Responsibility

Billing directed to advertising agency at the net rate approved

upon condition that the client accepts "dual responsibility" for payment if the agency does not remit within 30 days.

Commissions

Commissions of 15% of gross rate are applicable to recognized agencies on space, color, positions, and inserts.

Additional Provisions

Contract and copy regulations set forth in items 1-5, 7-9, 11-23, 28-32, and 36 from SRDS also apply. A copy of these regulations will be furnished upon request.

- All cancellations must be in writing and received by closing date.
- No cancellations accepted after closing date.
- Contracts for covers are non-cancelable.
- The publisher reserves the right to refuse or cancel, for any reason and without notice, any advertisement or series of advertisements.
- Editorial calendar and bonus distributions are subject to change. Please check with the V.P., Advertising when placing orders for particular issues or for information on the bonus distributions.

National Defense Headquarters

Submit advertising materials to: 2111 Wilson Blvd., Suite 400, Arlington, VA 22201-3061



For information concerning National Defense's BPA statement, advertising sales, rates, or related matters, contact the V.P., Advertising. National Defense is BPA certified.