The National Defense Industrial Association (NDIA) is a non-partisan, non-profit, educational association, which traces its history to 1919. NDIA is America’s leading Defense Industry association promoting national security. NDIA is proud to provide a legal and ethical forum for the exchange of information between Industry and Government on National Security issues. Our members foster the development of the most innovative and superior equipment, training and support for our warfighters and first responders through our divisions, local chapters, affiliated associations and events.

Mission of NDIA

- ADVOCATE: Cutting-edge technology and superior weapons, equipment, training, and support for the War-Fighter and First Responder
- PROMOTE: A vigorous, responsive, Government – Industry National Security Team
- PROVIDE: A legal and ethical forum for exchange of information between Industry and Government on National Security issues

NDIA provides its members and customers broad outreach and sector coverage through its chapters, technical, policy, and war-fighting divisions, and the complimentary missions of its affiliate subsidiaries of:

- National Training and Simulation Association (NTSA) - provides the training, simulation, related support systems and training services industries a focused, formal organization to represent and promote their business interests in the marketplace.
- Association for Enterprise Information (AFEI) - addresses with its Government stakeholders, immediate issues that we faced with regard to information – its generation, use and protection.
- Precision Strike Association (PSA) - Advancing the art and science of precision engagement concepts and technologies.

- Women In Defense, A National Security Organization (WID) - Cultivating and supporting the advancement and recognition of women in national security.

National Defense magazine provides authoritative, non-partisan coverage of business and technology trends in defense and homeland security.

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 79,179 BPA audited (June 2015 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 over 300,800 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.
Who Will You Reach?

PRINT & DIGITAL ADVERTISEMENTS WILL REACH:

- 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
- Engineers & Scientists
- Military, government and industry project managers
- Personnel in the research and development community
- Professional consulting and service firms
- And more...

READER/MEMBER PROFILE

- 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)
NDIA has two websites which we place banner ads. One is www.ndia.org and the other is www.nationaldefensemagazine.org. These two sites receive about 122,000 visitors a month (83,900 unique) from the niche market of high technology and security, which includes decision-makers from the military services, DoD, DHS and the defense industry prime and subcontractors.

- Decision-makers from the military services, DoD, DHS and the Defense Industry
- Defense professionals from over 80 countries
- 73% Business Users (.com) and Internet Services (i.e., Verizon and Gmail)
- 19% Defense Department and Armed Services
- 4% Educational Institutions
- 2% Federal Government, Non-DoD
- 2% Nonprofit Organizations

Currently on these websites we have three sizes of banners available a 120 x 120 pixel, a 120 x 240 pixel and a 728 x 90 pixel.

The 120 x 120 and the 120 x 240 banners are ROS and advertisers would receive at least 20,000 impressions each month as the two sites receive approx 205,000 page views a month and there is a max allowed of 10 banners per size each month. On average there are 5 banners per size per month, so they have been receiving about 40,000 impressions per month.

The 728 x 90 is a ROS and only appears on the magazine website and would receive approximately 100,000 impressions a month as a 100% SOV or 50,000 as a 50% SOV.

### BANNER SIZES & PRICING

**Run of Sites 120 x 120 Pixel Square Banner -**
(file 25K max size – animation is allowed) Animated GIF, Flash, HTML5 or JPG

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$500.00</td>
</tr>
<tr>
<td>2 Months</td>
<td>$900.00</td>
</tr>
<tr>
<td>3 Months</td>
<td>$1,150.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$2,700.00</td>
</tr>
</tbody>
</table>

**Run of Sites 120 x 240 Pixel Tower Banner -**
(file 35K max size – animation is allowed) Animated GIF, Flash, HTML5 or JPG

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$800.00</td>
</tr>
<tr>
<td>2 Months</td>
<td>$1,450.00</td>
</tr>
<tr>
<td>3 Months</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$2,900.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$4,300.00</td>
</tr>
</tbody>
</table>

50 -100% SOV 728 x 90 Leaderboard on www.nationaldefensemagazine.org only -
(file 45K max size – animation is allowed) Flash, animated GIF, HTML5 or JPG. Only two banners max at any given time.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>3 Months</td>
<td>$6,750.00</td>
</tr>
<tr>
<td>6 Months</td>
<td>$12,000.00</td>
</tr>
<tr>
<td>12 Months</td>
<td>$21,000.00</td>
</tr>
</tbody>
</table>

*All above prices are NET rates.*
NDIA and National Defense currently have three e-Newsletters which can be utilized to reach its members and customers.

**NDIA’S DEFENSE WATCH**
- Reach approximately 64,000. Monthly e-Newsletter that contains links to recent news on National Defense’s blog and magazine editorial features, highlights upcoming events, policy news, affiliate updates and other association happenings.

| 728 x 90  | 1 Month - $3,000.00 | 3 Months - $8,100.00 | 6 Months - $14,400.00 | 12 Months - $25,200.00 |
| (Leaderboard – 1 per issue) |

**NDIA & NATIONAL DEFENSE’S WEEKLY INSIDER**
- Reach approximately 60,000. A weekly e-Newsletter that highlights the latest news coverage from National Defense’s blog. News you need to know about defense and security community. Exclusive opportunity – 1 advertiser per issue.

| 300 x 250  | 1 Week - $2,500.00 | 1 Month - $9,000.00 | 3 Months - $24,000.00 | 6 Months - $42,000.00 | 12 Months - $72,000.00 |
| 300 x 125  | 1 Week - $1,500.00 | 1 Month - $6,000.00 | 3 Months - $15,000.00 | 6 Months - $25,000.00 | 12 Months - $45,000.00 |
| 300 x 250  | 1 Week - $2,500.00 | 1 Month - $9,000.00 | 3 Months - $24,000.00 | 6 Months - $42,000.00 | 12 Months - $72,000.00 |

Banner is a static JPG or GIF no larger than 40K. One month = 4 weeks. Banner prices are NET rates.

**NDIA & NATIONAL DEFENSE’S WEEKLY INSIDER**
- Reach approximately 60,000. A weekly e-Newsletter that highlights the latest news coverage from National Defense’s blog. News you need to know about defense and security community. Exclusive opportunity – 1 advertiser per issue.

| 300 x 250  | 1 Week - $2,500.00 | 1 Month - $9,000.00 | 3 Months - $24,000.00 | 6 Months - $42,000.00 | 12 Months - $72,000.00 |
| 300 x 125  | 1 Week - $1,500.00 | 1 Month - $6,000.00 | 3 Months - $15,000.00 | 6 Months - $25,000.00 | 12 Months - $45,000.00 |
**E-Newsletter Sponsorship**

**NDIA’S POLICY WEEKLY DIGEST**
- Reach approximately 35,000.
- Weekly e-Newsletter resource of government acquisition policy, business intelligence, and defense related reports and information.

- **728 x 90**
  - (Leaderboard – 1 per issue)
  - 1 Week - $1,900.00
  - 1 Month – $6,840.00
  - 3 Months - $18,240.00
  - 6 Months - $31,920.00
  - 12 Months - $54,720.00

- **300 x 250** (1 per issue)
  - 1 Week - $1,750.00
  - 1 Month – $6,300.00
  - 3 Months - $16,800.00
  - 6 Months - $29,400.00
  - 12 Months - $50,400.00

Banners are a static JPG or GIF no larger than 40K. One month = 4 weeks. Banner prices are NET rates.

**Podcast Sponsorship**

**NATIONAL DEFENSE MAGAZINE MONTHLY ISSUE PODCAST**

A 15 second sponsor slot is available at the beginning of each podcast. It is a this podcast is brought to you by… sponsorship. Podcast is available on itunes, the magazine’s website and is linked each month in the e-newsletter blast to the NDIA members/readers.

**Pricing**

- **1 Issue** - $250.00
- **3 Issues** - $675.00
- **6 Issues** - $1,200.00
- **12 issues** - $2,100.00

All above prices are NET rates.
## Print Advertising Rate Information

### Frequency

<table>
<thead>
<tr>
<th>Covers</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td>$10,715</td>
<td>$10,290</td>
<td>$9,785</td>
<td>$9,160</td>
<td>$8,725</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$10,000</td>
<td>$9,585</td>
<td>$9,065</td>
<td>$8,440</td>
<td>$7,970</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$9,400</td>
<td>$9,000</td>
<td>$8,525</td>
<td>$7,910</td>
<td>$7,700</td>
</tr>
</tbody>
</table>

### TWO-PAGE SPREAD

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>4 Color</th>
<th>1/3 Pag E</th>
<th>1/2 Page</th>
<th>Full Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$11,635</td>
<td>$11,030</td>
<td>$10,255</td>
<td>$9,305</td>
</tr>
<tr>
<td>4 Color</td>
<td>$13,565</td>
<td>$13,020</td>
<td>$12,210</td>
<td>$11,220</td>
</tr>
</tbody>
</table>

### FULL-PAGE

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>4 Color</th>
<th>1/3 Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/6 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$6,665</td>
<td>$6,150</td>
<td>$5,605</td>
<td>$4,995</td>
<td>$4,750</td>
</tr>
<tr>
<td>4 Color</td>
<td>$8,580</td>
<td>$8,030</td>
<td>$7,455</td>
<td>$6,830</td>
<td>$6,665</td>
</tr>
</tbody>
</table>

### 1/2 PAGE

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>4 Color</th>
<th>1/3 Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$4,125</td>
<td>$3,785</td>
<td>$3,465</td>
</tr>
<tr>
<td>4 Color</td>
<td>$6,040</td>
<td>$5,670</td>
<td>$5,305</td>
</tr>
</tbody>
</table>

### 1/3 PAGE

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>4 Color</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$2,695</td>
<td>$2,500</td>
</tr>
<tr>
<td>4 Color</td>
<td>$4,620</td>
<td>$4,390</td>
</tr>
</tbody>
</table>

### 1/4 PAGE

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>4 Color</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$2,100</td>
<td>$1,945</td>
</tr>
<tr>
<td>4 Color</td>
<td>$3,970</td>
<td>$3,795</td>
</tr>
</tbody>
</table>

### 1/6 PAGE

<table>
<thead>
<tr>
<th>B&amp;W</th>
<th>4 Color</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$1,345</td>
<td>$1,255</td>
</tr>
<tr>
<td>4 Color</td>
<td>$3,185</td>
<td>$3,050</td>
</tr>
</tbody>
</table>

### Advertising Layouts

**Size Specifications**

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

*FULL PAGE LIVE AREA 7.75 X 10.375

**2017 Closing Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/09/16</td>
<td>12/14/16</td>
</tr>
<tr>
<td>February</td>
<td>01/10/17</td>
<td>01/13/17</td>
</tr>
<tr>
<td>March</td>
<td>02/10/17</td>
<td>02/15/17</td>
</tr>
<tr>
<td>April</td>
<td>03/14/17</td>
<td>03/17/17</td>
</tr>
<tr>
<td>May</td>
<td>04/10/17</td>
<td>04/13/17</td>
</tr>
<tr>
<td>June</td>
<td>05/11/17</td>
<td>05/16/17</td>
</tr>
<tr>
<td>July</td>
<td>06/12/17</td>
<td>06/15/17</td>
</tr>
<tr>
<td>August</td>
<td>07/10/17</td>
<td>07/13/17</td>
</tr>
<tr>
<td>September</td>
<td>08/15/17</td>
<td>08/18/17</td>
</tr>
<tr>
<td>October</td>
<td>09/11/17</td>
<td>09/14/17</td>
</tr>
<tr>
<td>November</td>
<td>10/10/17</td>
<td>10/13/17</td>
</tr>
<tr>
<td>December</td>
<td>11/02/17</td>
<td>11/07/17</td>
</tr>
</tbody>
</table>

Tradeshow Bonus Distribution List

National Defense magazine is distributed at most of NDIA and its affiliate associations’ events. The magazine is also distributed at other industry events that NDIA attends as an exhibitor. Please visit www.ndia.org/meetings for more details about many of the events listed on this page.

**JANUARY**
- SHOT Show
- Marine West
- Defense Systems Acquisition Management Course (DSAM)
- AFEI’s Adapt
- Undersea Warfare Winter Roundtable

**FEBRUARY**
- 28th Special Operations/Low Intensity Conflict (SO/LIC) Symposium & Exhibition
- AFCEA & U.S. Naval Institute West
- Mastering Business Development Workshop (MBDI)
- TRIAD
- How Washington Works Navigating the DoD
- Trusted Micro Electronics Workshop

**MARCH**
- Ground Robotics Capabilities Conference & Exhibition
- Pacific Operational Science & Technology Conference and Exhibition
- 32nd Annual Test & Evaluation Conference
- Medical Research, Development and Acquisition in Support of the Warfighter
- Joint Undersea Warfare Technology Spring Conference
- Precision Strike Annual Programs Review PSA/PPR
- Human Systems Conference
- Munitions Executive Summit
- Defense Systems Acquisition Management Course (DSAM)
- Medical R&D 101 Workshop
- Insider Threat Workshop
- Estonia Industry Day
- CBRN Breakfast
- Health Affairs Breakfast

**APRIL**
- Tactical Wheeled Vehicles Conference
- SPIE Defense, Security, & Sensing
- AAAA – Army Aviation Mission Solutions Summit
- 33rd Annual National Logistics Forum
- AFEI’s Agile in Government
- Army Cyber Innovation Challenge VI
- CBRN Breakfast

**MAY**
- Special Operations Forces Industry Conference & Exhibition (SOFIC)
- Association of Unmanned Vehicle Systems International’s (AUVSI) Xponential
- Armament Systems Forum & Firing Demonstration
- Joint Service Power EXPO
- Sea Air Space
- ITEC 2017
- Fuze Conference
- Joint Annual NDIA/AIA Spring ISC Conference
- How Washington Works Navigating the DoD
- Health Affairs Breakfast

**JUNE**
- Integrated Air and Missile Defense Symposium
- Small Business Conference
- AFEI’s Di2E Plugfest
- Undersea Warfare Summer Roundtable
- Defense Systems Acquisition Management Course (DSAM)

**JULY**
- Health Affairs Breakfast
- How Washington Works Navigating the DoD

**AUGUST**
- Global Explosive Ordnance Disposal (EOD) Symposium & Exhibition
- Space Symposium
- AFEI’s Di2E Plugfest
- Warheads and Ballistics

**SEPTEMBER**
- DSEI 2017
- Modern Day Marine
- National Guard Association of the United States (NGAUS)
- Air Force Association Annual Air & Space Conference and Technical Exposition
- Annual Symposium on International Ballistics
- Joint Undersea Warfare Technology Fall Conference
- Defense Systems Acquisition Management Course (DSAM)

**OCTOBER**
- Association of the United States Army (AUSA) Annual Meeting

**NOVEMBER**
- TBD

**DECEMBER**
- Interservice/Industry Training, Simulation & Education Conference (I/ITSEC)

Bonus distributions subject to change.
2017 Editorial Calendar

JANUARY
Focus: Military Communications Systems, Next-Generation Satellites

FEBRUARY
Focus: Special Operations, Cybersecurity

MARCH
Focus: Ground Robotics, Naval Technologies

APRIL
Focus: Tactical Wheeled Vehicles, Army Aviation

MAY
Focus: Special Operations, Navy Ships

JUNE
Focus: Global Defense Market, Energy Security

JULY
Focus: Space Systems, Future Weapons

AUGUST
Focus: Nuclear Triad, Missile Defense

SEPTEMBER
Focus: Air Power, International Aviation Market

OCTOBER
Focus: Technologies for Ground Warfare, Combat Vehicles

NOVEMBER
Focus: Defense Technology, Future of Manufacturing

DECEMBER
Focus: Training, Simulation and Modeling

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.
Print Materials, Rules and Contact Information

NATIONAL DEFENSE PRINT 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: All fonts and linked images must be supplied with the files. Avoid reducing large files placed in InDesign.
- 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 format. CMYK or grayscale mode only.

ADVERTISING COPY AND CONTRACT RULES

For information regarding production requirements, special positions, supplements, bound or tipped inserts, rates, and other information, please contact the Vice President of 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 print rate are applicable to recognized agencies on space, color, positions, and inserts. All published digital ad rates are net payable.

ADDITIONAL PROVISIONS

Please visit www.nationaldefensemagazine.org/advertising/Pages/CopyandContractRules.aspx to view the additional provisions that apply.

TO DISCUSS ADVERTISING OPTIONS OR ANY QUESTIONS PLEASE CONTACT:

Kathleen Kenney
Sales Director
Tel: (703) 247-2576
Fax: (703) 522-4602
Email: kkenney@ndia.org

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