

DefenseNews

A GANNETT COMPANY

Defense News Advertising Rates-Full Distribution

| Size | Black & White | Black & 1 Color | 4 Color |
|-----------------------|---------------|-----------------|----------|
| Two Page Spread | \$21,220 | \$23,620 | \$26,020 |
| Jumbo Junior Spread | 20,740 | 23,140 | 25,540 |
| Full Page | 10,610 | 11,810 | 13,010 |
| Jumbo Junior Page | 10,370 | 11,570 | 12,770 |
| 1/2 Page | 9,150 | 10,350 | 11,550 |
| 2/5 Page | 7,910 | 9,110 | 10,310 |
| 1/2 Jumbo Junior Page | 6,460 | 7,660 | 8,860 |
| 3/10 Page | 5,220 | 6,420 | 7,620 |
| 1/5 Page | 2,760 | 3,960 | 5,160 |
| 1/10 Page | 1,550 | 2,750 | 3,950 |

Defense News Global Advertising Options*

| Size | Black & White | Black & 1 Color | 4 Color |
|---|---------------|-----------------|----------|
| Defense News (USA Only Distribution) | | | |
| Two Page Spread | \$16,920 | \$19,320 | \$21,720 |
| Jumbo Junior Spread | 14,440 | 16,840 | 19,240 |
| Full Page | 8,460 | 9,660 | 10,860 |
| Jumbo Junior Page | 7,220 | 8,420 | 9,620 |
| 1/2 Page | 6,000 | 7,200 | 8,400 |

| | | | |
|---|----------|----------|----------|
| Defense News (Non-USA Only Distribution) | | | |
| Two Page Spread | \$11,580 | \$13,980 | \$16,380 |
| Jumbo Junior Spread | 10,540 | 12,940 | 15,340 |
| Full Page | 5,790 | 6,990 | 8,190 |
| Jumbo Junior Page | 5,270 | 6,470 | 7,670 |
| 1/2 Page | 4,370 | 5,570 | 6,770 |

| | | | |
|--|----------|----------|----------|
| Defense News (Full Distribution with USA/Non-USA Split-Run) | | | |
| Two Page Spread | \$25,220 | \$27,620 | \$30,020 |
| Full Page | 12,610 | 13,810 | 15,010 |
| 1/2 Page | 11,150 | 12,350 | 13,550 |

*Advertisement sizes listed here are the only sizes available for Global Advertising Options
NOTE: 1/2 page spread or below at 1/2 page rate

Defense News Premium Position Rates

| Positions | Per Insertion |
|--|--|
| Front Cover Banner* - 1 Issue | \$6,500 |
| Frequency Discount - Banner | 6x - 4% 12x - 6% 24x - 8% 46 - 10% |
| Center Spread | \$1,500 |
| Inside Front Cover Spread | 1,500 |
| Inside Front Cover* | 600 |
| Page 5 | 500 |
| Back Cover* | 600 |
| Inside Back Cover | 400 |
| All Other Reserved Positions Add an Additional | 350 |

*Available to full-run or split-run ads only.

| Frequency Discounts | | |
|---------------------|--|-----------|
| 2X - 2% | 12X - 6% | 36X - 9% |
| 4X - 3% | 24X - 8% | 48X - 10% |
| 6X - 4% | Joint frequency discounts are available. | |

Defense News Issue & Closing Deadline

■ **Defense News** is published on Mondays. Closing for space and copy is due by NOON FRIDAY, 10 days prior to issue date.

■ Cancellations for premium positions are due by NOON MONDAY, four weeks prior to ad closing date. Cancellations after closing date will result in full payment for space plus a premium charge.

If advertising material arrives after stated deadline, Defense News assumes no responsibility for expressed reproduction, positioning or other related matters surrounding the insertion. Full payment for the ad will be enforced.

Recruitment & Classified Advertising

Recruitment and Classified advertising sections are also available. Please contact your Defense News representative for details.

Commission

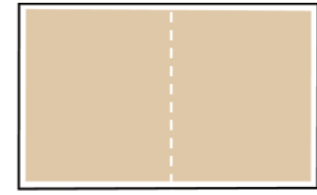
■ Available to recognized agencies who provide camera-ready copy

Ad Specifications

Publication trims to 10.75" X 12.5" (273mm x 317.5mm)



Full Page
9.875" x 11.25"
(250.8mm x 285.7mm)
-with bleed
11.25" x 13"
(285.7mm x 330.2mm)



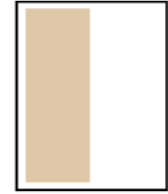
Two Page Spread
20.5" x 11.25"
(520.7mm x 285.7mm)
-with bleed
22" x 13"
(558.8mm x 330.2mm)



Jumbo Junior
7.867" x 9.375"
(199.8mm x 238.1mm)



1/2 Page (horizontal)
9.875" x 5.625"
(250.8mm x 142.8mm)



1/2 Page (vertical)
4.77" x 11.25"
(121.1mm x 285.7mm)

Additional Ad Sizes:

| | | |
|---------------------------|------------------|-------------------|
| JJR Spread | 16.484" x 9.375" | 418.6mm x 238.1mm |
| 2/5 Page | 3.85" x 11.25" | 97.7mm x 285.7mm |
| Front Page Banner | 5.75" x 1.5" | 146.0mm x 38.1mm |
| 1/2 Page JJR (vertical) | 3.85" x 8.75" | 97.7mm x 222.2mm |
| 1/2 Page JJR (horizontal) | 7.867" x 4.375" | 199.8mm x 111.1mm |
| 3/10 Page | 5.858" x 5.625" | 148.7mm x 142.8mm |
| 1/5 Page | 3.85" x 5.625" | 97.7mm x 142.8mm |
| 1/5 Page Column | 1.842" x 11.25" | 46.7mm x 285.7mm |
| 1/10 Page | 1.842" x 5.625" | 46.7mm x 142.8mm |

For complete listing of ad specifications: www.defensenews.com/promos/advertising

DefenseNews.com

Premium Positions

| Positions | Open Rates (CPM) |
|----------------------------|------------------|
| Home page Placement | |
| Posterboard (300 x 250) | \$100 |
| Leaderboard (728 x 90) | 95 |

*25% premium on campaigns which include only home page placement

Channel Placement

| | |
|-------------------------|------|
| Posterboard (300 x 250) | \$95 |
| Leaderboard (728 x 90) | 90 |

Run of the Site Ads

| Positions | Open Rates (CPM) |
|-------------------------|------------------|
| Posterboard (300 x 250) | \$90 |
| Leaderboard (728 x 90) | 80 |

Geotargeting or domain targeting - 25% premium charge
Top ad positioning - 15% premium charge

E-Newsletters (Includes 300x250 and 160x600 ad positions)

| Positions | Open Rates (CPM) |
|--------------------|------------------|
| Early Bird Brief | \$2,500 per week |
| Daily News Roundup | \$1,000 per week |

Category Specific E-Newsletters (bi-weekly)

| | | |
|--------------------------------|--------------------------------|---------------------------|
| Defense News/Defense IT | \$3,500 per sponsor (multiple) | \$5,000 Exclusive Sponsor |
| Training & Simulation E-Report | \$3,500 per sponsor (multiple) | \$5,000 Exclusive Sponsor |

Defense News is printed web offset, saddle stitched and trimmed. All advertising art must be corrected for a 35% dot gain and the use of **SNAP** (Specifications for Newsprint Advertising Production) standards.