

Reach The World With A World Of Custom Publishing Options

DefenseNews

A GANNETT COMPANY



Inserts

Inserts of your material that are bound or blown in our publication go beyond a normal ad and impart more weight to your message. These can be anything from a one-page "slip sheet" to a multi-page brochure.

Cover Wraps

With a Cover Wrap, your message will gain high visibility, with a heavier stock that enfolds the publication and gives your company four pages of premium placement, plus the normal back cover of the publication.



Belly Bands

Belly Bands completely wrap the width of the publication, carrying your message in your choice of creative. It will be the first thing that readers see and will make you stand out prominently, by immediately grabbing the attention of the reader.

(Trade show or hand-delivered copies only)



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Pressure-Sensitive Labels

With a Pressure-Sensitive Label, you can have your company's high-impact graphics applied directly to our covers. It will communicate a brief but compelling message that receives immediate notice.



Business Profiles

We will work with you to write and publish a Business Profile of your choice of subject matter as a magazine-style insert. With our name on it masthead, your Business Profile will be an exceptional opportunity to deliver a dramatic impact to our exclusive audience.

For information on specific issue availability, rate structure and special marketing options, please contact your Defense News Account Manager.

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