

DEFENSE SYSTEMS

KNOWLEDGE TECHNOLOGIES AND NET-CENTRIC WARFARE

2010 Media Information



Communications ▲ IT ▲ Sensor Systems ▲ Cyber ▲ Satellites ▲
▲ Command and Control ▲ Unmanned Vehicles and Robotics
▲ GEOINT ▲ ISR ▲ Precision Strike

DEFENSE SYSTEMS

KNOWLEDGE TECHNOLOGIES AND NET-CENTRIC WARFARE

Defense Systems is the magazine and web site of net-centric warfare and the knowledge technologies – IT, communications, sensors and related C4ISR systems– that are transforming the world of defense.

It's the convergence, connectivity and fusion of knowledge technologies in a network environment – net-centricity – that is changing the situational awareness of military operations and the business of defense. **Defense Systems** focuses on this military transformation and the technologies that are at its core.

From enterprise systems to tactical IT, from satellites and geospatial to sensors, UAVs and combat communications, **Defense Systems** provides the most comprehensive, integrated coverage of network-centric warfare, defense information technology and C4ISR.



Defense Systems is BPA audited. Each issue is distributed to over 32,000 program leaders and procurement decision-makers in DOD, the military services and throughout the U.S. defense community. **Defense Systems** circulation offers unparalleled reach, quality and cost effectiveness. (June 2009 issue, BPA Audit)



Defense Systems is published 10 times per year by 1105 Government Information Group, the world's largest independent provider of government IT periodicals, information and media. 1105 Government Information Group also publishes *Government Computer News*, *Federal Computer Week*, and *Washington Technology*,

QUALITY CIRCULATION

34,056

(June 2009 Analyzed Issue)

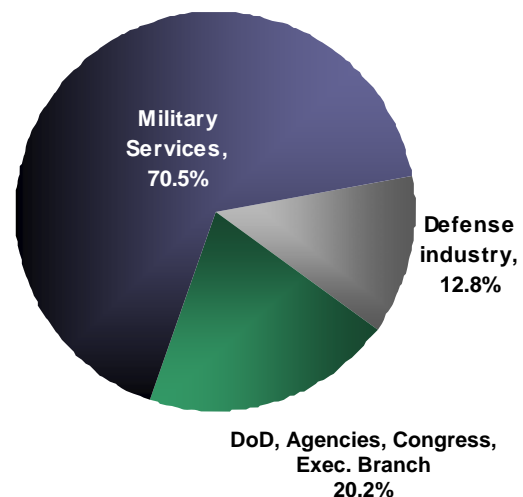
Business/Occupation Breakout: 80% military, DoD and government circulation

Organization

- 22,801 Military Services
- 6,896 DoD and Agencies, Congress, Executive Branch
- 4,359 Defense Industry/Government Contractors

Job Function

- 672 Flag officers (General, Admiral)
- 3,007 Field Grade and Senior Officers (Colonel, Navy Captain, Lt. Colonel, Major, Commander, Lt. Commander)
- 686 Congressional/Executive Branch staff
- 4,084 Senior DOD Executives, Directors and Deputies
- 6,409 Program/Project Management
- 7,705 Procurement/Purchasing/Contract Management
- 13,168 Engineering/Operational Management
- 971 Captain/Lieutenant/Ensign/Warrant
- 1,148 Defense industry Executives
- 2,206 Other management and personnel



PRINT ADVERTISING RATES

	1x	2-3x	4-5x	6-7x	8-9x	10-12x
Full page	\$6,950	\$6,783	\$6,605	\$6,426	\$6,255	\$6,082
2/3 page	\$5,907	\$5,759	\$5,611	\$5,463	\$5,316	\$5,168
1/2 page	\$4,865	\$4,743	\$4,621	\$4,500	\$4,378	\$4,256
1/3 page	\$3,475	\$3,388	\$3,301	\$3,214	\$3,127	\$3,040
1/4 page	\$2,988	\$2,913	\$2,388	\$2,763	\$2,689	\$2,614
2 page spread	\$13,900	\$13,566	\$13,210	\$12,852	\$12,510	\$12,164

PREMIUM POSITIONS

Cover 2 + \$1,200

Cover 3 + \$1,000

Cover 4 + \$1,500

Opposite Interview + \$1,000

Center Spread, IFC spread + \$1,000

Other premium position + \$750

- Rates are gross and include 4/c process
- Preferred positions are subject to premiums
- For black and one color placements, take \$250 off the 4/c rate
- For B/W placements, take \$750 off the 4/c rate

PRINT ADVERTISING SPECIFICATIONS

	Trim Size	Live Size	Bleed Size
Full page	8" x 10 3/4"	7 1/2" x 10 1/4"	8 1/4" x 11"
Spread	16" x 10 3/4"	15" x 10 1/4"	16 1/4" x 11"
1/2 spread		15" x 4 1/2"	16 1/4" x 5 1/2"
2/3 vertical		4 3/8" x 9 1/2"	5 1/8" x 11"
1/2 horizontal		6 1/2" x 4 1/2"	8 1/4" x 5 1/2"
1/3 vertical		2 1/8" x 9 1/2"	n/a
1/3 square		4 3/8" x 4 1/4"	n/a
1/4 page		3 1/4" x 4 5/8"	n/a

Printing

Web offset. SWOP standards apply. All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your media consultant.

Media Shipping (not including pre-printed inserts)

Defense Systems Ad Production Coordinator

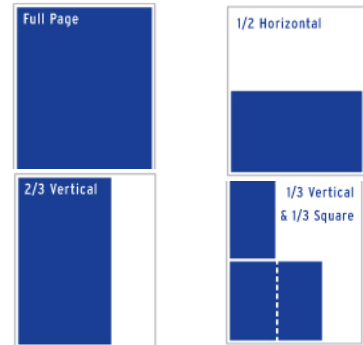
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dsadproduction@1105media.com



ONLINE ADVERTISING RATES

DefenseSystems.com

- Package 1: **728 x 90 top leaderboard ad and 160 x 600 left skyscraper ad**, \$6,500 net/month
- Package 2: **336 x 60 top right logo placement and 336 x 850 right super half page**, \$6,500 net/month
- Package 3: **336 x 280 right boom box and 728 x 90 bottom leaderboard**, \$6,500 net/month
- Package 4: **640 x 480 interstitial run-of-site**, \$6,500 net/month

SPECIAL PRINT/ONLINE DISCOUNT PACKAGE

Vendors who advertise in print and online for the same month will receive a **15% discount on both insertions**

ONLINE ADVERTISING SPECIFICATIONS

Creative Deadlines

- Plain GIF/JPG banners (due 3 business days prior to launch date)
- Rich Media/third-party banners (due 5 business days prior to launch date)

File sizes

- 25K maximum for standard banners (GIF, animated GIF, JPG)
- 30K maximum for Rich Media

Third-party Ad Serving

We accept third-party ad-serving, but impressions are counted and invoices are issued based on 1105 Government Information Group's ad serving system, Accipiter AdManager. 10% impression tracking discrepancy is expected. All formats will be considered and may require extra processing time for testing and implementation. When submitting third-party tags please send both Javascript and I-frame tags.

Flash Files

A standard GIF or JPG ad must accompany any Rich Media ad submitted (to be displayed when a user does not accept Rich Media ads). When submitting flash files, be sure to implement the following click tag variable in place of the click URL: on (release) {getURL(clickTAG, "_blank");}

Click-through URL

The click-through URL is the Web site to which users will be directed when clicking a banner ad. The advertiser must submit click-through URL with banner creative. Advertisers are responsible for maintaining a working URL. Click-through rates are not guaranteed.

ISSUE DATE	INTERVIEW	SPECIAL REPORT	C4ISR	Cyber Defense	Defense IT	BONUS DISTRIBUTION	AD CLOSE	ART DUE
January/February	RADM Charles Smith, Navy PEO-EIS	Information Assurance	Wireless Networks	Network Security	CANES Program	AFCEA West	5-Jan	6-Jan
March	Gary Winkler, Army PEO-EIS	Military Satellite Communications	Battlefield Sensors	Data Encryption Advances	1) NETCENTS-2 2) Data Sharing and Leadership	SATELLITE 2010; PEO-EIS Industry Days	17-Feb	18-Feb
April	Col. William Hoppe, PM, WIN-T	C4ISR Integration: <i>Shortening the Sensor-to-Shooter Cycle</i>	1) Military Space Situational Awareness 2) Tactical UAVs	Update: Cyber Command	Army Global Network Enterprise Construct	National Space Symposium	16-Mar	17-Mar
May	LTG Carroll Pollett, Director, DISA	Command and Control: <i>Getting inside the enemy's decision cycle</i>	1) PEO IEW&S Update 2) Military VSATs	Securing Data at Rest	Defense Intelligence Information Sharing	DISA Customer Partnership Days ; Joint Warfighting; DoDIIS 2010; USSTRATCOM Cyber	6-Apr	7-Apr
June	Chris Miller, Navy PEO C4I	Special Operations: <i>ISR and IT</i>	1) JTRS Update 2) NGA Review	Secure Communications	Army CHES Programs	SOFIC 2010	12-May	13-May
July	LTG Jeffrey Sorenson, Army CIO	Army PEO-EIS Program Review	1) Sensors Developments 2) Battlefield Communications	DISA and Cyber Defense	Logistics Information Systems	LandWarNet Conference	23-Jun	24-Jun
August	LTG William Lord, USAF Chief Warfighter Integration & CIO	Air Force Networks	1) Unmanned Systems Command & Control 2) PEO C3T Update	Secure Data Storage in Cyber Defense	Virtualization and Cloud Computing in the Military	AUVSI 2010 AFITC 2010	21-Jul	22-Jul
September	MG Randy Strong, Commander, CECOM	DISA Program Review	Military Satellite Programs	Defending Combat Networks	1) VOIP 2) ITES-2 Program Review	Army Team C4ISR; C4IST Ft. Huachuca; Modern Day Marine; AIAA Space	11-Aug	12-Aug
October	Dennis Baumann, JPEO, JTRS	Networking at the Battle's Edge: <i>Enabling the Warfighter</i>	1) Communications-on-the-move (COTM) 2) NETCOM Command Update	Creating a Cyber Force	Ruggedized Computing	MILCOM 2010; DCGS Worldwide; AOC National; Strategic Space 2010	20-Sep	21-Sep
November/December	RADM John Goodwin, Asst CNO, NGEN	Geospatial Intelligence	Navy C5ISR: <i>Adding Combat Systems to Netcentricity</i>	Year-in-Review: Cyber Defense	1) DISA Command and Control Networks 2) NGEN Update	GEOINT 2010; Defense Logistics; NCW 2011	18-Oct	19-Oct