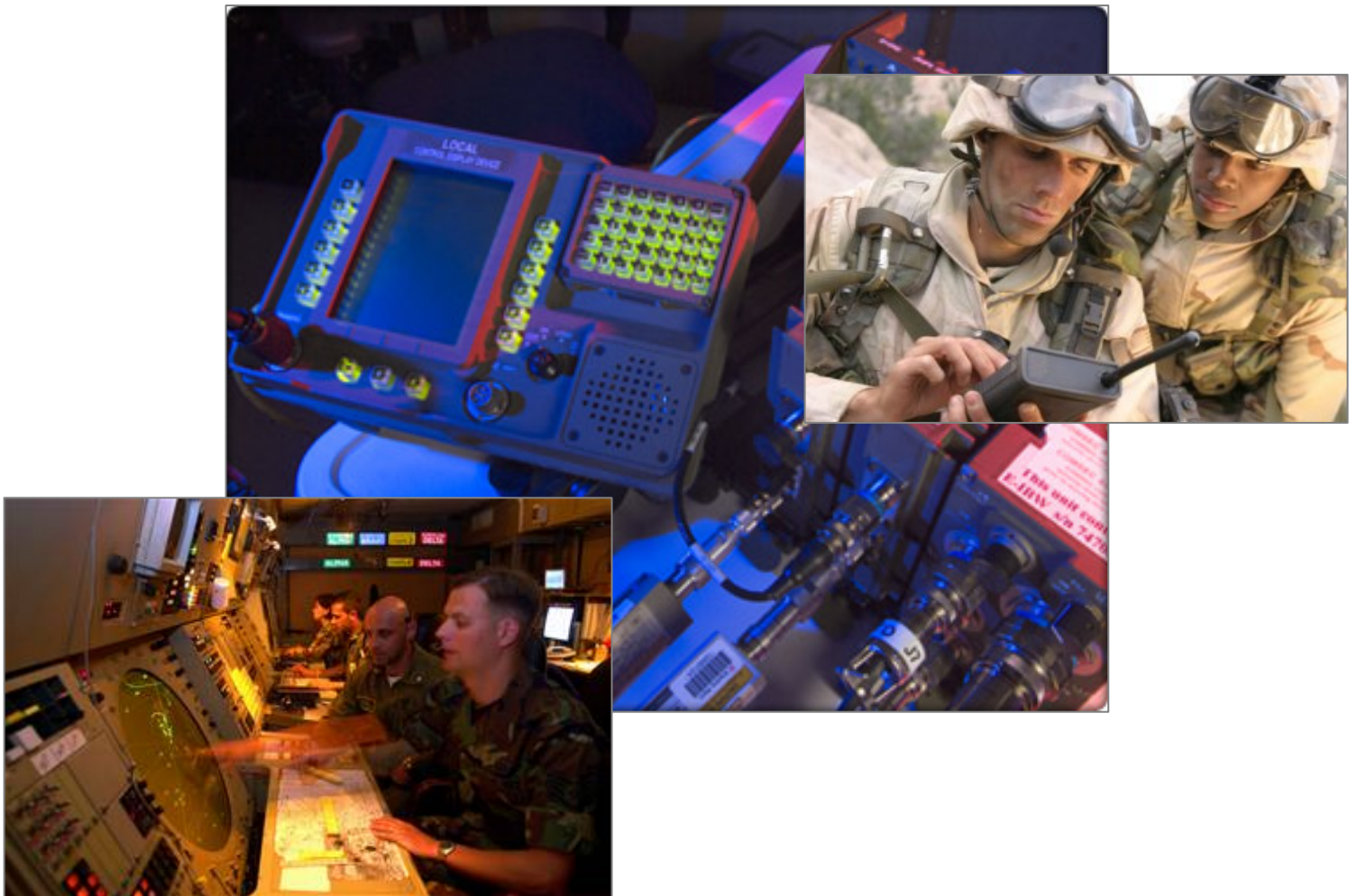


DEFENSE SYSTEMS

KNOWLEDGE TECHNOLOGIES AND NET-CENTRIC WARFARE



2009 Media Information

PRINT ▲ ONLINE ▲ EVENTS ▲ CUSTOM MEDIA ▲ RESEARCH

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 and sensors – 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 information technology and C4ISR systems that are at its core.

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



Defense Systems is BPA audited and 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 an unparalleled reach, quality and cost-effectiveness.



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

32,027

(May 2008 Analyzed Issue)

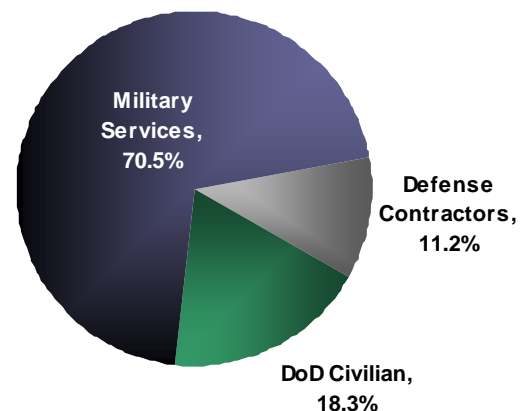
Business/Occupation Breakout

Organization

- 22,561 Military Services
- 5,871 Civilian Defense
- 3,595 Defense Industry/Government Contractors

Job Function

- 626 Flag officers (General, Admiral)
- 2,608 Field Grade and Senior Officers (Colonel, Navy Captain, Lt. Colonel, Major, Commander, Lt. Commander)
- 448 Congressional/Executive Branch staff
- 4,319 Senior DOD Executives, Directors and Deputies
- 5,351 Program/Project Management
- 1,481 Procurement/Purchasing/Contract Management
- 15,146 Engineering/Operational Management
- 699 Captain/Lieutenant/Ensign/Warrant
- 1,349 Defense industry Executives



2009 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

PRINT ADVERTISING SPECIFICATIONS

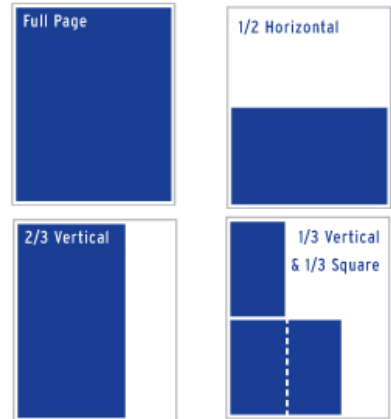
	Trim Size	Live Size	Bleed Size
Full page	8" x 10 3/4"	7 1/2" x 10 1/4"	8 1/4" x 11"
Spread	16" x 10 3/4"	15" x 10 1/4"	16 1/4" x 11"
1/2 spread		15" x 4 1/2"	16 1/4" x 5 1/2"
2/3 vertical		4 3/8" x 9 1/2"	5 1/8" x 11"
1/2 horizontal		6 1/2" x 4 1/2"	8 1/4" x 5 1/2"
1/3 vertical		2 1/8" x 9 1/2"	n/a
1/3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

1105 Government Information Group
3141 Fairview Park Drive, Suite 777
Falls Church, VA 22042
(703) 876-5149 • Fax: (202) 318-8968
dsadproduction@1105media.com



ONLINE ADVERTISING RATES

DefenseSystems.com

- Package 1: **728 x 90 top leaderboard ad and 160 x 600 left skyscraper ad**, \$5,000 net/month
- Package 2: **336 x 60 top right logo placement and 336 x 850 right super half page**, \$5,000 net/month
- Package 3: **336 x 280 right boom box and 728 x 90 bottom leaderboard**, \$5,000 net/month
- Package 4: **640 x 480 interstitial run-of-site**, \$5,000 net/month
- Sole sponsorship: all placements included with packages 1-4 above, \$20,000 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.

	INTERVIEW	SPECIAL REPORT	DEFENSE IT	C4ISR	ONLINE COVERAGE CUSTOM REPORTS / CONTRACT GUIDES	BONUS DISTRIBUTION	AD CLOSE	ART DUE
JAN/ FEB	Robert J. Carey, Navy CIO	Cyberwarfare	Navy NGEN	Target identification and acquisition	Online coverage: AFCEA West	AFCEA West; Soldier Technology	19-Jan	20-Jan
MAR	Gen. C. Robert Kehler, Commander, USAF Space Command	Military Satcom	Information Assurance	Space tracking and surveillance	Online coverage: Future combat systems	Satellite 2009; National Space Symposium	18-Feb	19-Feb
APR	MG Carroll Pollett DISA Director	Unmanned Aerial Vehicles	Army IT programs; Program Update: NETCENTS-2	Handheld tactical communications	Custom Insert: DISA IT Strategy & Vision Guide (<i>Space close: 2/16;</i> <i>Art due: 3/19</i>)	Army PEO EIS Industry Day; DISA Customer Partnership Conf.;	18-Mar	19-Mar
MAY	BG Nickolas Justice, Program Executive Officer, C3T	C4ISR integration	Secure Data Storage; Combat IT Power Supply	Communications-on- the-move (COTM)	Online coverage: Military Web 2.0	Joint Warfighting Conference; DoDIIS Worldwide Conference	15-Apr	16-Apr
JUN	VADM H. Denby Starling, II, Commander, Naval Network Warfare Command	Information Security and Network Defense	RFID/UID; Trends in digital communications	Program Update: WIN-T program	Online Coverage: Systems architecture, DODAF update;		20-May	21-May
JUL	LTG Jeffrey Sorenson, Army CIO/G-6	Military Communications	RF and microwave tech Command and control networks	Radar technology; VSATs and satcom links	CHES Contract Guide (<i>Space close: 5/11; Art due:</i> <i>6/11</i>)		10-Jun	11-Jun
AUG	Gary Winkler, Army Program Executive Officer, Enterprise Information Systems (PEO- EIS)	Future Combat Systems (FCS)	Data encryption; Information display systems	UAV programs; Combat radio	Online coverage: LandWarNet NETCENTS 2 Contract Guide (<i>Space close: 6/15;</i> <i>Art due: 7/9</i>)	AFCEA LandWarNet; AFITC	8-Jul	9-Jul
SEPT	Maj. Gen. Dennis Via, Commander, USA CECOM Life Cycle Management Command (CECOM-CELCMC)	DISA program update	Battlefield Networking Embedded Computing	IEWS programs; Sensor fusion and processing	Online coverage: Army Team C4ISR Joint Symposium	Modern Day Marine; Army Team C4ISR; AIAA SPACE 2009;	12-Aug	13-Aug
OCT	BG Susan Lawrence, Commanding General, Network Enterprise Technology Command/9 th Signal Command (NETCOM)	Ground soldier systems	Ruggedized computing; Network Security	Secure Communications; Program Update: JTRS; Geospatial Intelligence	Online coverage: MILCOM Defense IT Contract Guide (<i>Space close: 7/27; Art due:</i> <i>9/10</i>)	AUSA; MILCOM 2009; GEOINT 2009; AFCEA InfoTech 2009	9-Sep	10-Sep
NOV/ DEC	David Tillotson III, USAF Deputy Chief of Warfighting Integration, USAF Deputy CIO	IT/C4ISR year in review	Logistics information systems	Unmanned systems and robotics		Defense Logistics 2009; NCW 2010	21-Oct	22-Oct

Signet Advertising Studies will be conducted with the March and September issues.