

# 2010 Advertising Rates

Engineering Solutions for Military and Aerospace

# DEFENSE

TECH BRIEFS

Effective January 1, 2010

All rates shown are gross, and include placement in both the print and digital editions of *Defense Tech Briefs*, plus a product listing in the *Tech Briefs*' lead-gen e-mail (eResponse).

Black & White Display Rates	6x	3x	1x
Page	\$6,385	\$7,070	\$7,520
2/3 Page	\$4,800	\$5,295	\$5,645
1/2 Island	\$4,210	\$4,400	\$4,975
1/2 Page	\$3,590	\$3,945	\$4,210
1/3 Page	\$2,700	\$2,975	\$3,175
1/4 Page	\$2,150	\$2,380	\$2,550
1/6 Page	\$1,730	\$1,900	\$2,035
1/9 Page	\$1,145	\$1,290	\$1,365

For two-color, add 10% to above rates.

Four-Color Display Rates	6x	3x	1x
Page	\$7,680	\$8,435	\$9,040
2/3 Page	\$5,765	\$6,350	\$6,750
1/2 Island	\$5,065	\$5,590	\$5,965
1/2 Page	\$4,300	\$4,745	\$5,060
1/3 Page	\$3,255	\$3,590	\$3,825
1/4 Page	\$2,600	\$2,865	\$3,050
1/6 Page	\$2,070	\$2,290	\$2,430
1/9 Page	\$1,390	\$1,535	\$1,630
1/12 Page (Literature)	\$1,075	\$1,100	\$1,130

## Digital Edition Sponsorship

Includes front cover bellyband, nav bar logo/link, and a leaderboard banner in the issue e-mail alert. Contact publisher for information and pricing.

## Web Site Banners - [www.defensetechbriefs.com](http://www.defensetechbriefs.com)

Standard Sizes	Dimensions (Pixels)	CPM
Medium Rectangle	300 x 250	\$200
Wide Skyscraper	160 x 600	\$190
Skyscraper	120 x 600	\$180
Leaderboard	728 x 90	\$170
Full Banner	468 x 60	\$100
Half Banner	234 x 60	\$75
Square Button	125 x 125	\$60

## Technology Leaders Microsite (Contextual Advertising Program)

12 months, unlimited clicks .....\$18,000

### Pay per click option:

500 clicks .....\$2,650

1,000 clicks .....\$4,950

2,500 clicks .....\$11,750

Contact publisher for information on customized pay-per-lead programs.

Includes hosting up to 30 Web pages at [www.defensetechbriefs.com](http://www.defensetechbriefs.com) and [www.techbriefs.com](http://www.techbriefs.com), search engine optimization, directory listing with company logo, and monthly performance reports.

## Defense Tech Briefs E-mail Newsletter Sponsorships (18x annually, HTML format)

Top-Level Sponsorship .....	\$3,075
Co-Sponsor Position #1 .....	\$1,995
Co-Sponsor Position #2 .....	\$1,595
Sponsored Links & Event Alerts .....	\$700

**Frequency discount:** 5% on 6x program; 10% on 12x program.

## White Papers & Videos

Number hosted	Price per
12 or more .....	\$1,500
6 or more .....	\$1,900
3 or more .....	\$2,100
1 .....	\$2,400

Includes hosting for 12 months in the *Tech Briefs* online library; registration and lead generation; rotation of paper titles/company logo on the *Defense Tech Briefs* and *NASA Tech Briefs* home pages; and inclusion in quarterly lead-gen e-mail (4x).