

DefenseReview Advertising Opportunities

Reach Your Target Audience

DefenseReview is the single most comprehensive online tactical technology magazine in the world. We cover the latest and most important developments in tactical armament, tactical gear (tactical equipment), and tactical training, as well as future technologies that are on the horizon. DefenseReview stays on the cutting edge, so our readers stay on the cutting edge. This is why military Special Operations personnel (as well as military infantry personnel, in general), law enforcement (LE) SWAT operators and LE 1st Responders, private military company (PMC) operators/contractors, executive protection specialists, and tactically-minded civilians, all over the world, read DefenseReview and consider it to be a valuable product research tool and knowledge resource. Ultimately, they come here to get information on products that will help them do their job(s), or complete their mission(s), more effectively. If it's mission critical, we cover it, and they know it. The breadth of tactical professionals DefenseReview reaches, in particular, makes us truly unique as an online tactical publication and information resource.

In the month of June (2004), DefenseReview attracted over 200,000 unique visitors, and generated over 1.5 million impressions. Virtually every one of these visitors is a potential purchaser/purchasing decision-maker, or a member of a purchasing organization, for our category sponsors and advertisers. DefenseReview readers are your target audience, who either buy, or influence those (decision makers) who do.

DefenseReview's mission is to give our clients (category sponsors and advertisers) an unequalled online marketing and sales advantage over their competitors.

A Scientific Advertising Approach: Trackable and Measurable Results

DefenseReview provides its clients with targeted advertising that yields trackable and measurable results. Our advertising system is surgical, and is designed to generate the maximum amount of views and clicks. Banners and links are strategically placed throughout our site. Links are embedded strategically within our content (articles/stories) to generate clicks, and to send our visitors to product sites and purchasing locations that are directly related/relevant to what they're reading about in the article. Our advertising approach is scientific and results-oriented. We're after measurable and trackable results. Whether you're sponsoring one of our product categories, or simply advertising with us, Defense Review wants your generated revenue to greatly exceed your advertising costs. Otherwise, what's the point?

Our packages incorporate multiple marketing and sales tools, all designed to maximize target market awareness of the product(s), customer interest in the product(s), and ultimately, actual procurement/purchases of the product(s). Banner ads, press releases, embedded hypertext links (inside articles and press releases), video clips, audio clips, logos, and other features are all utilized in combination to generate the maximum amount of exposure and revenue per reader/visitor. Our goal is simple--to generate as high a

return on our clients' advertising investment, as possible, while simultaneously maximizing target market awareness and positive public relations (PR).

Pinnacle Sponsorship

\$1,500 per month

May include some or all of the following:

- Site Sponsorship
- Multiple Product Category Sponsorships
- Individual Product Category Sponsorship
- Banner Ads Site Wide, including on the DefenseReview Home Page
- Hypertext/Word Link Ads in Your Product Category and on Article/Story pages where your product is mentioned.
- Logo Links in Multiple Product Categories
- Multiple Article/Story Sponsorships
- Advertising Blurbs Published in Article/Story Format
- Embedded Product Links inside Articles/Stories
- Product Video Clips and/or Audio Clips
- Unlimited postings of company/product Press Releases, New Product Announcements, and announcements on existing products.
- Articles from Outside (Written) Publications
- Customer Testimonials and Reviews
- Newsletter Ads and Press Releases
- Market Research
- Directory Listings

Upscale Sponsorship

May include some or all of the following:

\$1000 per month

- Multiple Product Category Sponsorship
- Individual Product Category Sponsorship
- Banner Ads Site Wide, including on the DefenseReview Home Page
- Hypertext/Word Link Ads in Your Product Category and on Article/Story pages where your product is mentioned.
- Logo Links in Product Categories
- Advertising Blurbs Published in Article/Story Format
- Multiple Article/Story Sponsorships
- Embedded Product Links inside Articles/Stories
- Product Video Clips and/or Audio Clips
- Unlimited postings of company/product Press Releases, New Product Announcements, and announcements on existing products.
- Articles from Outside (Written) Publications
- Customer Testimonials and Reviews
- Market Research

- Directory Listings

Basic Product Category Sponsorship

\$500 per month, per Product Category

- Banner on the Defense Review Home Page
- Banner Ads in Your Product Category and Next to Relevant Stories
- Limited Embedded Product Links in Articles/Stories, where appropriate.
- 2 Press Releases, New Product Announcements, or announcements on existing products per month.
- Product Video Clips and/or Audio Clips
- 2 Advertising Blurbs Published in Article/Story Format Per Month
- Logo Link in your category
- Hypertext/Word Link Ads in Your Product Category and on Article/Story pages where your product is mentioned.
- News Letter Press Releases where appropriate.
- One Article from Outside (Written) Publication per month.

All DefenseReview advertising packages include a monthly report (Site Statistics, Advertising Program Performance, and Clicks).

Guaranteed Results

DefenseReview will provide trackable and measurable results for our clients, so that they can accurately gauge the performance of their respective ad campaigns and track every advertisement view and click. Each client's ad campaign will be specifically engineered to maximize their exposure and sales, and to generate as much revenue for the client as possible. Contact us today get started with one of our programs.

David Crane, Director of Advertising, 305-389-1721 (Cell), Email:
david@defensereview.com and/or speedgunner@comcast.net

Our advertising invoicing system is flexible. It can be handled according to the client's preference. The client can choose to be invoiced monthly, bi-monthly, quarterly, bi-annually, or annually.