

DefenseReview Sponsorship Product Materials/Content

In order for DefenseReview to be an effective, and revenue generating, marketing and sales tool for you (our sponsor), we need to have as many relevant links and materials from you as possible, including:

- All Corporate Literature on the Product(s)
- Product(s) Brochures
- Promotional Videos
- PDF Documents
- Product Demonstration Videos
- White Papers
- Press Releases
- New Product Announcements
- Product Reviews from any source
- Articles from Outside (Written) Publications
- Reports and/or Presentations
- Product Testing Results
- Standards and Protocols for Product Evaluation(s)
- Customer Testimonials
- Anything relevant and interesting you've added to your website
- Anything else you can think of that we can use.

It's particularly important that we receive the latest information on any new product you, our sponsor, introduce. We need to be kept up-to-the-minute, not just up-to-date, on every new product you release.

Product Category Information

Links to articles and product reviews on your product that relates to your product category as a whole are important sources of content. DefenseReview will re-print the article on our site and insert a custom advertisement inside the article for you product(s) or company.

Since DefenseReview is used as a research tool by military, law enforcement, security, private military company personnel, and tactically minded civilians, it's important that you, our sponsor, provide any and all materials that will aid them in their research and purchasing decision(s).

DefenseReview Advertising Policies:

- All advertisements will be reviewed by DefenseReview and are subject to approval by DefenseReview before placement on the site.
- Advertisements cannot mislead our visitors/users. For example, ads may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages or drop down boxes.

- Advertisements cannot mimic or resemble DefenseReview content or news headlines.
- DefenseReview does not allow 3rd party serving of HTML/JavaScript code.
- Cookies may not be set on the DefenseReview network.
- DefenseReview does not allow any advertisements that collect personal information from our visitors/users, unless explicitly agreed to in the customer contract.
- DefenseReview reserves the right to preserve the user experience of its sites, and also reserves the right to remove any advertisement that's deemed by our users/visitors to be annoying and/or harmful, at any time.