

Defense Review.com Advertising Opportunities

Reach Your Target Audience

DefenseReview.com is the single most comprehensive online tactical technology magazine in the world, and is a truly unique online tactical publication/information resource. We cover the latest and most important developments in military and law enforcement-applicable tactical armament/weaponry, tactical equipment, tactical gear, tactical gadgetry, 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 and general infantry personnel, law enforcement (LE) SWAT operators and 1st Responders, private military company (PMC) operators/contractors, executive protection and security specialists, and tactically-minded civilians, all over the world, read DefenseReview.com 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 a unique online/web advertising venue.

In December 2004, DefenseReview.com attracted 300,402 unique visitors. In January 2005, DefenseReview.com received 314,765 unique visitors. Virtually every one of these visitors is a potential purchaser, purchasing decision-maker, or member of a purchasing organization for our sponsors/advertisers. If your company manufactures a product with military, law enforcement, private military company (PMC), or civilian tactical or security application, then you should seriously consider becoming a DefenseReview.com sponsor/advertiser.

DefenseReview.com'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.com 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, DefenseReview.com 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/purchasing of the product(s). Banner ads, press releases, embedded hypertext links (inside articles and press releases), video clips, audio clips, logos, and other features can all be 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).

Standard Sponsorship

\$500 per month

- Banner on the DefenseReview.com Home Page
- Embedded Banner Ads inside and Next to Relevant Stories
- Embedded Product Links in Articles/Stories, where appropriate.
- Up to 2 Company/Product Press Releases, New Product Announcements, or announcements on existing products per month.
- Product Video Clips and/or Audio Clips
- Up to 2 Advertising Blurbs or Press Releases (or combination of both) 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.
- One Article from Outside (Written) Publication per month, if available and permission is granted to us.

Enhanced Sponsorship

May include some or all of the following:

\$750 per month

- Banner Ads Site Wide, including on DefenseReview.com Home Page
- Multiple Product Category Sponsorships
- Hypertext/Word Link Ads in Your Product Category and on Article/Story pages where your product is mentioned.
- Logo Links in Product Categories
- Multiple Article/Story Sponsorships
- Embedded Product Links inside Articles/Stories, where appropriate.
- 1 Product Video Clip and/or Audio Clip per month
- Up to 4 Advertising Blurbs Published in Article/Story Format or Company/Product Press Releases, New Product Announcements, and announcements on existing products.
- Up to 2 Articles from Outside (Written) Publications per month, if available and permission is granted to us.
- Customer Testimonials and Reviews, where/when appropriate
- Market Research
- Directory Listings

Pinnacle Sponsorship

\$975 per month

May include some or all of the following:

- Banner Ads Site Wide, including on the DefenseReview.com Home Page
- Multiple Product Category Sponsorships
- 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
- Embedded Product Links inside Articles/Stories, where appropriate
- Up to 3 Product Video Clips and/or Audio Clips per month
- Up to 6 Advertising Blurbs Published in Article/Story Format or company/product Press Releases, New Product Announcements, or announcements on existing products.
- Up to 2 Articles from Outside (Written) Publications
- Customer Testimonials and Reviews
- DefenseReview.com Newsletter Ads and Press Releases
- Market Research
- Directory Listings

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.

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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.