

Tamir Eshel  
Defense-Update  
POB 2696 Qadima 6092000

Thank you for your interest in Defense-Update.

October 31, 2017

We are excited to present to you our media information and rates for 2018. In the past year Defense-Update.com focused its coverage of modern defense technology, providing more insight and analysis, along with better discovery of existing content, both on Defense-Update and web-wide.

In the past year we increased the role of social media within our content (30%), as our reach beyond the site now covers over 50,000 readers globally, on social and email channels. With a strong brand that has gained the loyalty of professional readers, Defense-Update is trusted by tens of thousands aerospace and defense professionals worldwide to deliver credible information and analysis of the latest defense technology trends.

These changes also provide more opportunities for brands like you, by tapping the extensive reach, high loyalty and credibility Defense-Update has gained through four decades of professional defense publishing.

All premium opportunities are available at a fixed rate and weekly/monthly/quarterly basis. Sponsorships are also available to search and search results, categories, site-wide, and event coverage.

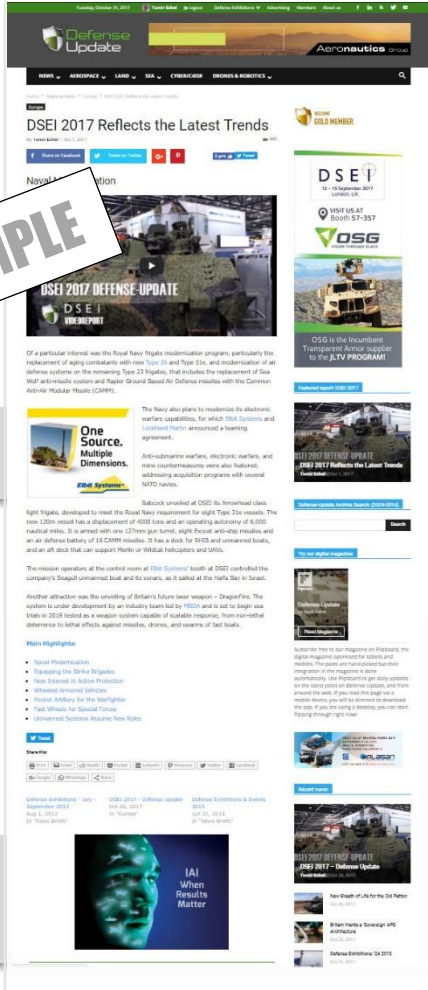
Regular advertising plans continue to be available, starting at a cost of \$1,750 for sponsored pages and \$45 CPM for the smallest banners, or at flat rates for long periods. Customers can also select targeting to geographical locations, web and mobile, platforms, social networks and more.

**For more information and reservation please call:  
+972 (0) 54-450-8028 or email: [editor@defense-update.com](mailto:editor@defense-update.com)**

We are open to discuss new opportunities and special request.

Kind regards

Tamir Eshel  
Editor & Publisher  
Defense-Update.com



**LEADERBOARD**  
728 x 90

**SKYSCRAPER**  
300 x 600

300 x 100

**AD RATES**

\$2,100	LEADERBOARDS   728x90 35,000 monthly PV
\$2,600	SKYSCRAPER   300x600 Monthly rotation (1/5)
\$2,500	MEDIUM REC   428x320 Monthly Rotation (1/5)
\$2,500	SIDEBAR REC   300x250 Monthly Rotation (1/5)
\$2,500	INTEXT / REC   300x250 35,000 monthly PV
\$1,600	SIDEBAR   300x100 35,000 monthly PV
\$2,500	MOBILE   VARIOUS SIZES 35,000 monthly PV

**AD/PAYMENT POLICY**

Advertising start upon signed insertion order. IOs per month or period. Billing issued monthly and paid within 60 days. Rates and offers may be changed without prior notice.

**PREMIUM SPONSORSHIPS**

**\$4,750 | CATEGORY**

logo or sponsorship banner 300x250 on the top of the category sidebar, displayed on all category posts and category home (promoted from the menu).

**\$1,750 | HOMEPAGE ATF**

920x60 homepage position (ATF)

The rate is per week.

**EVENT PACKAGE + MOBILE**

**\$9,975 |** An integrated campaign designed to deliver maximum exposure prior and during major international events (exhibitions, airshows etc.) Includes high proportion of banners focused to mobile devices (300x100, 428x320, 320x50, 300x250), Email banners and web.

Minimum banner delivery: 150,000

The rate is for a maximum period of 30 days

**SPONSORED POSTS**

**\$1,750 | Per Post.** Defense-Update offers the publication of customer furnished articles, which are clearly marked on Defense-Update as promotional content. Defense-Update maintains the right to decide on the content and presentation of the post provided by the customer. Includes integral social media promo (not editable).

Post life on our website: Indefinite