

STRATEGIC VISIBILITY PACKAGE

REGULAR AND SMALL BUSINESS ADVERTISING PRICING

NO	ADVERTISING SOLUTION	REGULAR PRICE	SMB PRICE
1	Article Placement - 500k impressions	\$9,850	\$950
2	Press Release - 500k impressions	\$7,200	\$950
3	Banners - 500k impressions	\$8,000	\$950
4	Newsletter Advertising - 50k reach	\$3,500	\$950
5	Social Media Advertising - 50k reach	\$3,500	\$950
6	Interviews - 500k impressions	\$11,200	\$950
7	Expo Promotion - 500k impressions	\$7,250	\$950
8	Custom Reports - 500k impressions	\$35,000	\$10,000
9	Print Magazine Ads - 200k reach	\$12,500	\$10,500
10	Recommended Content - 250k impr.	\$6,500	\$950
11	Product Reviews - 500k impressions	\$9,500	\$950
12	Super-Targeted Industry-Specific Advertising* - 200k impressions	\$16,000	\$1,750

The Defense Post guarantees impressions and will keep sponsored content live until the guaranteed reach is met.

Additional discounts for both regular and SMB pricing are available when advertising solutions are bundled.

SMB rates are available exclusively for first-time advertisers, small businesses with annual revenues under \$50 million, and are valid until July 2025.

**Your company is prominently featured with relevant content tailored to your industry, including in-article mentions, native ads, banners, and recommended content.*

MISSION-READY OUTREACH PACKAGE

REGULAR AND SMALL BUSINESS ADVERTISING PRICING

NO	ADVERTISING SOLUTION	REGULAR PRICE	SMB PRICE
1	Article Placement - 1M impressions	\$16,745	\$1,750
2	Press Release - 1M impressions	\$12,240	\$1,750
3	Banners - 1M impressions	\$13,600	\$1,750
4	Newsletter Advertising - 100k reach	\$5,950	\$1,400
5	Social Media Advertising - 100k reach	\$5,950	\$1,400
6	Sponsored Interviews - 1M impressions	\$19,040	\$1,750
7	Expo Promotion - 1M impressions	\$12,325	\$1,750
8	Custom Reports - 1M impressions	\$59,500	\$15,000
9	Print Magazine Ads - 200k reach	\$12,500	\$10,500
10	Recommended Content - 500k impr.	\$11,050	\$1,500
11	Product Reviews - 1M impressions	\$16,150	\$1,750
12	Super-Targeted Industry-Specific Advertising* - 400k impressions	\$27,200	\$2,975

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DOMINANCE PACKAGE

REGULAR AND SMALL BUSINESS ADVERTISING PRICING

NO	ADVERTISING SOLUTION	REGULAR PRICE	SMB PRICE
1	Article Placement - 2M impressions	\$28,400	\$2,975
2	Press Release - 2M impressions	\$20,800	\$2,975
3	Banners - 2M impressions	\$23,000	\$2,975
4	Newsletter Advertising - 200k reach	\$10,100	\$2,380
5	Social Media Advertising - 200k reach	\$10,100	\$2,380
6	Sponsored Interviews - 2M impressions	\$32,300	\$2,975
7	Expo Promotion - 2M impressions	\$20,950	\$2,975
8	Custom Reports - 2M impressions	\$101,150	\$25,500
9	Print Magazine Ads - 200k reach	\$12,500	\$10,500
10	Recommended Content - 1M impr.	\$18,785	\$2,550
11	Product Reviews - 2M impressions	\$27,450	\$2,975
12	Super-Targeted Industry-Specific Advertising* - 600k impressions	\$46,665	\$5,000

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Reach Millions Through
Our Highly Targeted Audience

20m+
Visitors



61m+
Impressions



800K+
Social Media Reach



1m+
Newsletter Reach

www.thedefensepost.com

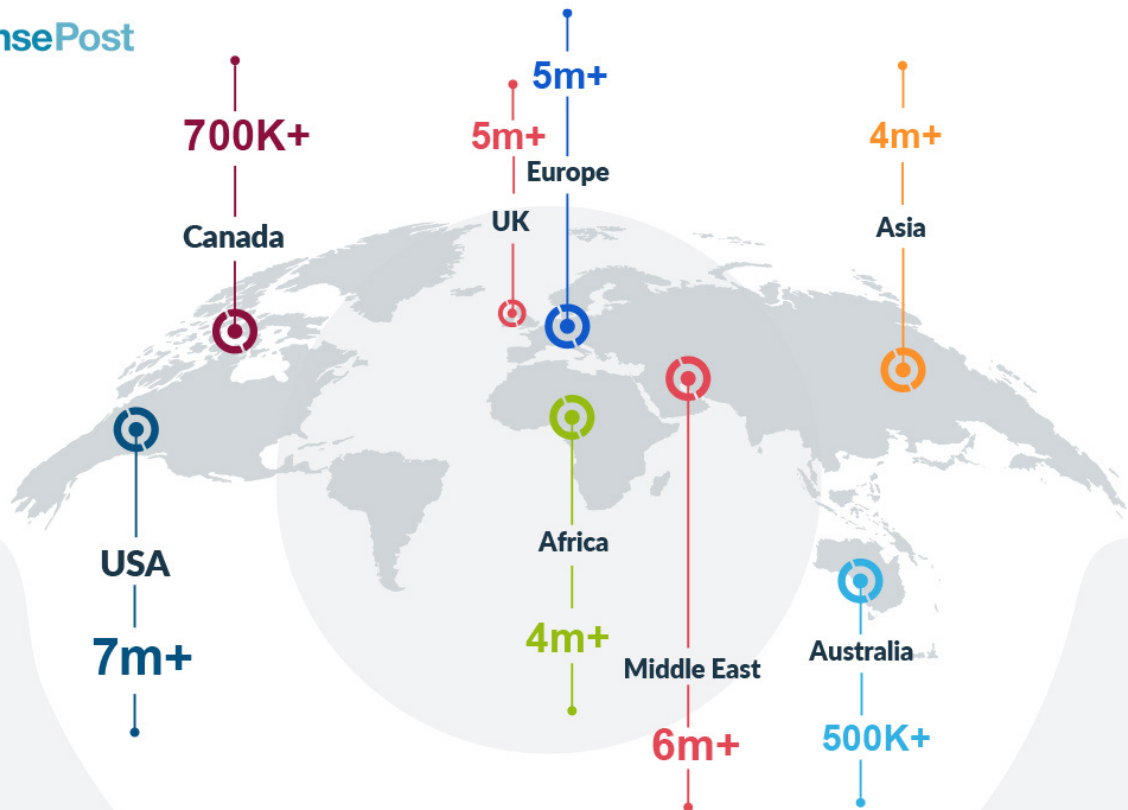
OUR AUDIENCE

Our audience are the most **powerful** group of people on Earth.

These are **defense leaders** from the U.S. and from almost every country in the world. These are decision-makers and defense professionals that shape countries' national security policies.

- 🎯 US Department of Defense and Security Officials
- 🎯 US Federal Government Defense and Security Officials
- 🎯 Officials of Defense Ministries of over 150 countries
- 🎯 Defense Industry Reps
- 🎯 Security Experts

Reach every single defense officials, both government or defense industry, decision-makers and relevant industry representatives.



OUR TOP CONTRIBUTORS



Ret. Lt. Gen. Dell L. Dailey
US ARMY

Former Commander of Joint Special Operations Command, among other commands, former head of the State Department's counterterrorism office



Ret. Major Gen. James 'Spider' Marks
US ARMY

Former Commanding General, US Army Intelligence Center and senior intelligence officer for 2003 Iraq War.



Ret. Gen. Douglas Fraser
US AIRFORCE

Commander, United States Southern Command; Deputy Commander, United States Pacific Command (ret.). Global Security Consultant.



Bruce S. Lemkin
US AIRFORCE

A member of the Senior Executive Service, Deputy Under Secretary of the Air Force, International Affairs.



Ret. Lt. Gen. Raymond V. Mason
US ARMY

Deputy Chief of Staff, G-4, (ret.) and oversaw the policies and procedures used by a quarter million US Army logisticians.



Ret. Col. Jeffrey H. Fischer
US ARMY

30-year Military Aviator, Electronic Warfare Officer with seven combat tours in Iraq, Afghanistan, and the Balkans



Ret. Gen. Kevin P. Chilton
US AIRFORCE

Commander of U.S. Strategic Command from 2007 to 2011, responsible for strategic deterrence, space and cyberspace operations.



Ret. Vice Ad. John W. Miller
US NAVY

United States Navy Vice Admiral (ret.) who last served as Commander, U.S. Naval Forces Central Command/Commander, U.S. Fifth Fleet



Ret. Major Gen. Bob Dees
US ARMY

Vice Director for Operational Plans and Interoperability for the Department of Defense (ret.). Presidential Campaign Chairman.



Lt. Gen. E.G. "Buck" Shuler
US AIRFORCE

Former commander of Strategic Air Command's 8th Air Force and was responsible for Strategic Air Command operations (ret.)



Ret. Maj. Gen. Robert McMahon
US AIR FORCE

Commander, Warner Robins Air Logistics Center, Air Force Materiel Command, Robins Air Force Base, Ga. (ret.)



Ret. Rear Admiral Lower Half Gregory J. Slavonic
US NAVY

Acting Under Secretary of the Navy. Served as the 18th Assistant Secretary of the Navy for Manpower and Reserve Affairs. (ret.)