

# Military & Aerospace Electronics<sup>®</sup>

## 2016 MEDIA PLANNER

- DESIGNED FOR KEY DECISION MAKERS:  
ENGINEERS, MANAGERS AND EXECUTIVES AT PRIME AND SUBCONTRACTORS
- 100% BUYING AUTHORITY FOR DEFENSE AND AEROSPACE ELECTRONICS
- NEWS, ANALYSIS, CASE STUDIES, REAL-WORLD APPLICATIONS, PRODUCTS
- MULTI-CHANNEL MARKETING WITH MAGAZINE, ONLINE, ENEWSLETTER, AND VIDEO DELIVERIES
- BRANDING, LEAD GENERATION, CONTENT MARKETING OPPORTUNITIES



# FROM THE EDITOR

Military & Aerospace Electronics strives to keep engineers, engineering managers, and executives at defense prime contractors, subcontractors and government agencies informed in today's fast-moving aerospace and defense electronics landscape.

Companies whose designers are expert in military electronics and electro-optics technologies rely on the Military & Aerospace Electronics to keep them abreast of the latest technology design trends, the most important aerospace and defense applications that are driving technology innovation, and the most innovative and cost-efficient enabling technologies available. This makes our advertising vehicles just as cutting-edge as the products we write about.

Our Military & Aerospace Electronics and Intelligent Aerospace websites and email newsletters are quick and easy to read, no matter if you're viewing them on desktop computers, portable tablets, or smart phones.

We remain BPA audited, guaranteeing we are reaching who we say we reach, and further ensuring that those who receive our print magazine, email newsletters, and online content truly want it.

This means Military & Aerospace Electronics offers the most useful and engaging collection of media options to assure advertisers the best access to the minds and hearts of the heaviest concentration of electronic engineering influencers in the custom-design U.S. military market.

Our sales people and our staff campaign consultants are consulting experts in digital marketing and media, who can help shape an integrated media campaign.

The 2016 Military & Aerospace Electronics Media Planner provides an outline of how marketers can achieve these objectives in an ever-more complicated media landscape. We've included not just a catalog of products, but a guide to how to apply those products to a campaign and data on how audiences are using media. Please contact us today to dive even deeper into our metrics, our audience's preferences and how we can help you shape your media campaigns.



Sincerely,  
John Keller, Editorial Director  
Military & Aerospace Electronics  
Intelligent Aerospace

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# AUDIENCE PROFILE

Military & Aerospace Electronics is the leading media resource serving program and project managers, engineering managers, and engineers involved in electronic and electro-optic design for military, space, and aviation applications.

Military & Aerospace Electronics magazine delivers time-sensitive news, in-depth analyses, case studies, and real-world applications of new products, industry opinion, and the latest trends in the use of mil-spec, rugged and commercial off-the-shelf components, subsystems, and systems.

Military & Aerospace Electronics is the only magazine in our market with a circulation 100% audited by BPA Worldwide, the acknowledged third-party authority on audience verification. That means you can trust Military & Aerospace Electronics to reach your most important customers.

## BUY / SPECIFY PRODUCTS\*

Board Products	18,331
Communications Equipment	21,438
Components	20,850
Computers	24,691
Design & Development Tools	18,392
Integrated Circuits	23,483
Power Electronics	20,267
Sensors	17,271
Software	22,302
Test & Measurement Equipment	20,819



## BUSINESS AND INDUSTRY OF MILITARY AND AEROSPACE ELECTRONICS SUBSCRIBERS\*

Prime Contractor	20%
Subcontractor/Integrator	23%
Manufacturer of finished electronic/software products for use by government or industry	16%
Manufacturer of electronic subassemblies or major system components for use by the military/aerospace industry	12%
R&D Private Industry	10%
Department of Defense (Army, Navy, Air Force, Marine Corps or Civilian)	6%
R&D Government	9%
NASA, FAA or other non-DOD aeronautics agency or facility	3%
CIA, FBI, NSA or other non-DOD intelligence agency or facility	1%
Other	2%

\*Military & Aerospace Electronics BPA Worldwide June 2015 statement (Based on May 2015 TQ = 37,051)

# MARKETING MIX

## Reach and Convert More Buyers with The Winning Marketing Mix

**TODAY'S EDUCATED BUYERS** consume information at all hours of the day and from a wide variety of sources; they search the web, read trade magazines, watch videos and webcasts, read eNewsletters, download apps, and travel to trade shows, all in the pursuit of the latest information to help them do their jobs.

### THE CHALLENGE

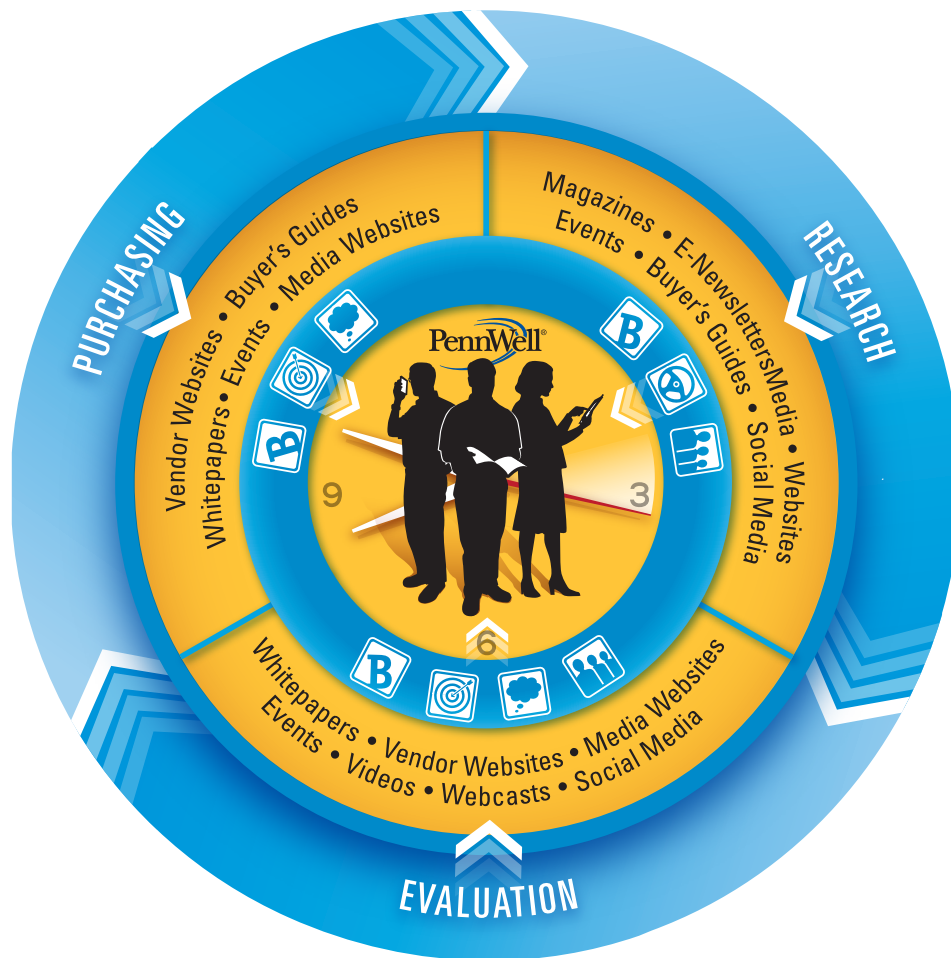
Finding the best mix of the many options available to reach and influence these buyers as they navigate numerous channels can be difficult. Using one marketing vehicle exclusively in the hopes of reaching prospects at “the right point” in their buying cycle may result in buyers seeing your message too late, or not at all. Spreading your message out across too many channels may leave you with too little frequency in any channel to make a memorable impression.

### THE SOLUTION

Solving this challenge requires an understanding of how various information channels work in concert to reach and engage your prospects throughout the buying process. Creating an organized and well-planned strategy, with consistent presence in multiple channels that qualified buyers rely on, helps ensure your message reaches them often and effectively during their knowledge gathering.

### THE WINNING MARKETING MIX

At Military & Aerospace Electronics, we have the experience and the marketing options to reinforce your message to qualified decision-makers throughout the buying process. We look forward to the opportunity to work with you to create a winning marketing mix.



# INTEGRATED MEDIA PORTFOLIO

Your Marketing Campaign Objectives			Our Marketing Approach
 <p><b>Brand</b></p> <p>A <b>Brand Awareness</b> campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the MilAero community.</p>	 <p><b>Traffic</b></p> <p>A <b>Traffic Driving</b> campaign is designed to push MilAero professionals to your website or other online offerings.</p>	 <p><b>Lead</b></p> <p>A <b>Lead Generation</b> campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the MilAero community.</p>	 <p><b>Push</b></p> <p>In a <b>Push Marketing approach</b>, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.</p>
 <p><b>Social</b></p> <p>A <b>Social Engagement</b> campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.</p>	 <p><b>Thought</b></p> <p>A <b>Thought Leadership/ Education</b> campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.</p>		 <p><b>Pull</b></p> <p>In a <b>Pull Marketing approach</b>, your campaign is seen by industry professionals as they actively seek out information via search or browse vehicles</p>

MEDIA SOLUTIONS	Marketing Objectives Achieved					Marketing Approach	
	 Brand	 Traffic	 Lead	 Social	 Thought	 Push	 Pull
Print Magazine	•				•		•
Article Sponsorship	•						•
Banner Ads	•	•					•
Buyer's Guide	•	•	•				•
eNewsletter Sponsorship	•	•				•	
Executive Briefings	•		•		•		•
Face-to Face Events	•		•		•	•	•
Page Peel Ads	•	•					•
Podcast Sponsorship	•		•		•		•
Product Showcase	•					•	•
Push Down Ads	•	•					•
Native Advertising	•	•	•		•		•
Video Sponsorship	•				•		•
Webcast Sponsorship	•		•		•	•	•
White Papers	•		•		•		•
Social Media Boost	•	•		•		•	
Social Video Chat	•	•		•	•	•	

The achievement of a campaign objective depends strongly on the creative unit and messaging for digital media. Ask your sales representative for examples of what works and what doesn't.

# 2016 INTEGRATED EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>AD DEADLINE</b>	12/7/15	1/8/16	2/10/16	3/11/16	4/8/16	5/11/16
<b>MATERIAL DEADLINE</b>	12/10/15	1/13/16	2/15/16	3/16/16	4/13/16	5/16/16
<b>Special Report</b>	Electro-optical sensors for military situational awareness	The new frontier of passive radar and sonar	Shipboard electronics for situational awareness, surface warfare, and anti-submarine warfare (ASW)	Unmanned underwater vehicles, with emphasis on extending ship and submarine sensors with UUVs	Networking, sensors, and situational awareness in manned and unmanned ground vehicles	Robotics technologies for the future land warfighter
<b>Reporter</b>	J.R. Wilson	J.R. Wilson	Walsh	J.R. Wilson	J.R. Wilson	J.R. Wilson
<b>Technology Focus</b>	Rugged computers	Common technologies for military and commercial manned and unmanned aircraft	The evolution of bus-and-board embedded computing to systems on chip	Power electronics and thermal management for military and aerospace applications	Connectors and cabling	Trends in radiation-hardened electronics
<b>Reporter</b>	J. Keller	C.E. Howard	J.R. Wilson	J. Keller	C.E. Howard	J. Keller
<b>Enabling Technologies</b>	<b>Special report:</b> infrared sensors, laser radar (ladar), light direction and ranging (lidar), digital signal processing, high-performance embedded computing (HPEC), real-time networking. <b>Tech focus:</b> Rugged laptop computers, rugged tablet computers, rugged handheld computers, rugged embedded computing	<b>Special report:</b> High-performance embedded computing (HPEC), digital signal processing, hybrid embedded computing, general-purpose processors, general-purpose graphics processing units (GPGPUs), embedded server-class processors, radar systems, sonar systems. <b>Tech focus:</b> Embedded computing, commercial avionics, military avionics, aircraft networking, TCAS, sense and avoid	<b>Special report:</b> Radar, sonar, shipboard networking, shipboard communications, embedded computing, rugged server-class computers, rugged displays, cabling and connectors, optical fiber, optical networking, high-performance embedded computing (HPEC), digital signal processing. <b>Tech focus:</b> High-performance embedded computing (HPEC), integrated circuits, electronics packaging, electronics miniaturization, field-programmable gate arrays (FPGAs)	<b>Special report:</b> Underwater networking, unmanned underwater vehicles (UUVs), sonar, laser radar (ladar), light detection and ranging (lidar), digital signal processing, data storage, battery technology, energy storage, GPS navigation, inertial navigation, satellite communications (SATCOM), line-of-sight radio communications. <b>Tech focus:</b> Power supplies, DC-DC converters, power management, power control, thermal management, electronics cooling	<b>Special report:</b> unmanned sensor payloads, wireless networking, infrared sensors, radar, visible-light cameras, high-performance embedded computing (HPEC), digital signal processing, embedded computing, telemetry and networking. <b>Tech focus:</b> copper and fiber optic cable and connectors for rugged military applications	<b>Special report:</b> Robotics, advanced artificial limbs, warfighter battle suits, exoskeletons, embedded computing, smart motion control, motor control, battery power, energy storage, embedded computing, embedded sensors <b>Tech focus:</b> radiation-hardened integrated circuits, processors, field-programmable gate arrays (FPGAs), board products, avionics, space electronics, nuclear survivability
<b>Special Issues/Supplements</b>	Annual Buyers Guide Online	Annual Buyers Guide Online	Annual Buyers Guide Magazine/Online Release	Annual Buyers Guide Online	Annual Buyers Guide Online	Annual Buyers Guide Online
<b>eNewsletters</b>	13 Jan: Cyber warfare  27 Jan: Data storage	10 Feb: Electro-optical sensors  24 Feb: Rugged computers	9 March: Passive radar and sonar  23 March: Common avionics technologies	6 April: Shipboard electronics  20 April: Boards and systems on chip	4 May: Unmanned underwater vehicles  18 May: Power electronics and thermal management	8 June: Unmanned sensor networking  22 June: Cabling and connectors
<b>Corresponding Events</b>		Photonics West, Feb. 13-18, 2016, San Francisco, CA  AFCEA West, Feb. 17-19, 2016, San Diego, CA	AUSA Global Force Symposium & Exposition, March 14-16, 2016, Huntsville, AL	Navy League Sea-Air-Space Conference, May 16-18, 2016 National Harbor, MD  SPIE Defense and Security, 19-21 April 2016 in Baltimore, MD  AUVSI Exponential, May 2-5, 2016, New Orleans, LA	Intl. Microwave Symposium, May 22-27, 2016 San Francisco, CA  SOFIC -- Special Operations Forces Industry Conference, May 24-26, 2016 Tampa, FL	NSREC, July 11-15, 2016, Portland, OR

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Contact the respective writer/reporters for possible inclusion of editorial content no later than six weeks prior to the first of the issue month. e Newsletter goes out each Wednesday  
Industry News will be featured on dates not listed above

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>AD DEADLINE</b>	6/10/16	7/11/16	8/10/16	9/8/16	10/11/16	11/8/16
<b>MATERIAL DEADLINE</b>	6/15/16	7/14/16	8/15/16	9/13/16	10/14/16	11/11/16
<b>Special Report</b>	Sensor payloads for the next generation of small manpackable unmanned aerial vehicles	The future of electronic warfare technologies for manned and unmanned aircraft	Wearable computing and wearable electronics for front-line warfighters	Adapting commercial communications technologies to military applications, including data security and anti-tamper	Counter drone capability in perimeter security	Offensive and defensive cyber warfare
<b>Reporter</b>	J.R. Wilson	J.R. Wilson	J.R. Wilson	J.R. Wilson	J.R. Wilson	J.R. Wilson
<b>Technology Focus</b>	Sensor and signal processing for persistent surveillance	Encryption and cyber security	Managing data and voice communications bandwidth for efficient information sharing	small-form-factor embedded computing	Trends in energy storage for long-term and high-power applications	The latest information-storage technologies for aerospace and defense
<b>Reporter</b>	C.E. Howard	J. Keller	C.E. Howard	J. Keller	C.E. Howard	J. Keller
<b>Enabling Technologies</b>	<b>Special report:</b> Electronics miniaturization, systems on chip (SOC), field-programmable gate arrays (FPGAs), small-form-factor embedded computing, tiny infrared sensors, tiny visible-light cameras, telemetry and networking, battery power, and energy storage <b>Tech focus:</b> High-performance embedded computing (HPEC), integrated circuits, electronics packaging, electronics miniaturization, field-programmable gate arrays (FPGAs), real-time networking, sensor fusion, cyber security	<b>Special report:</b> Digital signal processing, high-performance embedded computing, advanced algorithms, RF and microwave transceivers, RF and microwave components, cyber security, cyber warfare, electronics miniaturization, small-form-factor embedded computing <b>Tech focus:</b> cyber security, data security, data encryption, digital radio waveforms, cyber warfare, high-performance embedded computing, anti-tamper technology	<b>Special report:</b> handheld computers, wearable computers, tablet computers, rugged computers, secure networking, tactical networking, wide-area networking, secure Bluetooth <b>Tech focus:</b> RF and microwave transmitters, high-performance embedded computing (HPEC), low-power electronics, battery technologies, energy storage, digital signal processing, embedded computing	<b>Special report:</b> secure cellular phone technology, cyber security, data security, COTS communications, handheld radios, handheld computers, wearable computers, software-defined radio (SDR) <b>Tech focus:</b> Small-form-factor embedded computing, 3U VPX, COM Express, VITA 74 VNX, PCI/104, PC/104 Plus, computer on module (COM), Qseven, Express Mezzanine Card (XMC), Nano ETX Express, System on Module (SOM)	<b>Special report:</b> Radar, radar signal processing, digital signal processing, high-performance embedded computing (HPEC), infrared sensors, visible light cameras, sensor fusion, data fusion, acoustic sensors, electronic warfare, jammers, cyber warfare, computer hacking, drone-control stations <b>Tech focus:</b> battery technologies, energy storage, thin-film batteries, high-power electronics, fuel cell technology, fast battery chargers, electric vehicles, electric aircraft	<b>Special report:</b> cyber security, cyber warfare, computer hacking, virus control, anti-virus, software <b>Tech focus:</b> data storage, solid-state storage, hard disk drives, networked data storage, rugged data storage, cloud data storage, secure cloud computing
<b>Special Issues/Supplements</b>	Annual Buyers Guide Online	Annual Buyers Guide Online	Annual Buyers Guide Online	Annual Buyers Guide Online	Annual Buyers Guide Online	Annual Buyers Guide Online
<b>eNewsletters</b>	13 July: Land warrior robotics 27 July: Radiation-hardened electronics	10 Aug: Small UAV payloads 24 Aug: Persistent-surveillance sensors	14 Sept: Electronic warfare 28 Sept: Data encryption and cyber security	12 Oct: Wearable computing 26 Oct: Voice and data communications	2 Nov: Military and commercial communications 16 Nov: Small-form-factor embedded computing	7 Dec: Counter-drone technologies 21 Dec: Data storage
<b>Corresponding Events</b>	Embedded Systems -- Silicon Valley, Date TBA, San Jose  Farnborough International Airshow, July 11-17, 2016, Farnborough, England	IEEE Autotestcon, Sept. 12-15, 2016, Anaheim, CA  Modern Day Marine, Date TBA, Quantico, VA	AUSA Annual Meeting, Oct. 3-5, 2016 Washington, D.C.  Air Traffic Control Association (ATCA), Oct. 16-19, 2016, National Harbor, MD	National Business Aviation Association (NBAA), Nov. 1-3, 2016, Las Vegas, NV  MILCOM, Date TBA, Tampa, FL	I/ITSEC, Date TBA, Orlando, FL  Assoc. of Old Crows, Nov. 29-Dec. 1, 2016, Washington, DC	

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# 2016 MAGAZINE SPECIFICATIONS

**37,051\* SUBSCRIBERS**

Each issue of Military & Aerospace Electronics is published in print and digital editions and distributed upon request to subscribers who prefer to receive our magazine via app or download on their iPad, tablet, smartphone, laptop or desktop computer.

As mobile device use explodes, digital editions of print magazines are becoming a first choice for many tech savvy subscribers who want both the design elements of print and the convenience and functionality of digital.

Your print ad can be enhanced with animation or video, or you can use a different ad entirely for the digital edition. You can also purchase one of the following special digital edition-exclusive advertising positions:

## DIGITAL AD POSITIONS

- Cover Sponsorship: Located opposite of the publication cover
- Belly Band: Placed over the digital cover, it is the same width as the cover but no more than half the height of the cover
- Blow in Card (Pop Up): Positioned on any page, at any size, in any location, you may overlay your print ad
- Gatefold: Located anywhere inside the magazine; can be multiple images that “fold out”
- Starburst: Located anywhere on the page, any size or shape, indicating an external link or call to action
- Full and Partial Page Animation: Advertisers can portray a message with movement
- Video Playing on a Page: Can be positioned anywhere on the page; can be different sizes, but 320 x 240 pixels is standard.

Ask about pricing.

## DIGITAL ADVERTISER BENEFITS:

- Users can click on the links in your ads, easier to respond to your call to action
- Track usage metrics in a way you can't in print
- Enhance your advertising message with unique ad positions not available in print
- Attract & focus attention on the important part of an ad or your call to action

Contact your media representative about all other positions.

## Display Ads Generate Leads... AND SALES

After viewing advertising in Military & Aerospace Electronics

**64%** indicated they had **visited an advertiser's website**

**37%** indicated they had **clicked on a link in an ad**

**24%** indicated they had **recommended the purchase** of a product or service based on an ad

**39%** indicated they had **shared an ad** with a colleague

Source: Publisher's Own Data – 2015 Audience Survey



\*Military & Aerospace Electronics June 2015 BPA Statement (Based on May 2015 Total Qualified = 37,051)



## PRODUCT & LITERATURE SHOWCASE ADVERTISING SECTION

- low-cost advertising section near the back of every issue
- ad specs: 3.375 x 4.375 inches (85 mm x 111 mm)
- 4-color included at no additional charge



**Page Specs** Publication trim size: 8" x 10.5" (203mm x 267mm)

	Full Page Spread	Full Page	2/3 Page	1/2 Page		
Ad Size						
Shape	----	----	----	Island	Horizontal	Vertical
Trim (WxH)	16" X 10.5" 406mmX267mm	8" X 10.5" 203mmX267mm	----	----	----	----
Bleed	16.25" X 10.75" 413mm X 274mm	8.25" X 10.75" 210mm X 274mm	5.25" X 10.75" 133mm X 274mm	5.25" X 8.25" 133mm X 210mm	8.25" X 5.5" 210mm X 140mm	4.125" X 10.75" 105mm X 274mm
Live	15" X 9.5" 381mm X 241mm	7" X 9.5" 178mm X 241mm	4.5" X 9.5" 114mm X 241mm	4.5" X 7.375" 114mm X 187mm	7" X 4.875" 178mm X 124mm	3.375" X 9.5" 86mm X 241mm

	1/3 Page		1/4 Page	1/6 Page
Ad Size				
Shape	Horizontal	Vertical	Square	Square
Trim (WxH)	----	----	----	----
Bleed	n/a	n/a	n/a	n/a
Live	7" X 3.312" 178mm X 84mm	2.25" X 9.5" 57mm X 241mm	4.5" X 4.875" 114mm X 124mm	3.375" X 4.875" 86mm X 124mm

**ASK YOUR SALES REP**

ABOUT ADDITIONAL AD FORMATS, SUCH AS BELLY BAND, GATEFOLD INSERTS AND OTHERS!

- CREATIVE SPECIFICATIONS**
- Format (hi-resolution, full color):
    - PDF with PDF/X-1a option (preferred)
    - InDesign
    - Quark
    - Photoshop
  - Required supplementary items:
    - Fonts (embedded)
    - Images (CMYK color space)
    - Artwork (CMYK color space)

- 3 WAYS TO SEND YOUR AD**
- UPLOAD TO OUR FTP SITE:**
- Go to <http://digitalads.pennwell.com>.
  - Select Military & Aerospace Electronics from the scroll-down menu.
  - Fill in the required information and then select upload ad. Our FTP site will accept up to 100 MB. Please stuff or zip your files before sending & wait for your confirmation.
- EMAIL YOUR AD:**
- For files under 10 MB, please email your ad to: [admateral@pennwell.com](mailto:admateral@pennwell.com).
  - Include advertiser name, publication name, and issue date.
- SEND PHYSICAL TO SEND MATERIAL TO:**
- PennWell Corporation  
 Attn: M&AE Ad Traffic Team (Issue Date)  
 1421 South Sheridan Road  
 Tulsa, OK 74112

# BUYER'S GUIDE

Expand your **BUYERS GUIDE** coverage with a combined print & online package!

## ADVERTISER BENEFITS

A **Branding** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the laser and photonics community.

A **TRAFFIC** Driver campaign is designed to push laser and photonics professionals to your website or other online offerings.

A **LEAD GENERATION** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the laser and photonics community.

A **THOUGHT LEADERSHIP/EDUCATION** campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view—building business over the long term.



**FOCtek**  
FOCtek Photonics Inc.  
Foshan, Fujian, China; [www.foctek.net](http://www.foctek.net)  
#AD PAGE 21, 22, 23

**Focus Photonics Co Ltd**  
Dongguan, Henan, China; [www.focus-photonics.com](http://www.focus-photonics.com)

**FRAMOS GmbH**  
Taufkirchen/Munich, Germany; [www.framos.com](http://www.framos.com)

**Fresnel Technologies Inc.**  
Ft Worth, TX; [www.fresneltech.com](http://www.fresneltech.com)  
#AD PAGE 22, 23

**FRUMM North America Corp**  
Waukegan, IL; [www.frumm.com](http://www.frumm.com)

**General Acoustics Acoustical**  
San Diego, CA; [www.gac.com](http://www.gac.com)

**General Optics (Asia) Ltd**  
Foshan, Henan, China; [www.goptics.com](http://www.goptics.com)

**GoPhotonics**  
Somerset, NJ; [www.gophotonics.com](http://www.gophotonics.com)

**G-S PLASTIC OPTICS**  
Tomball, TX; [www.g-splastic.com](http://www.g-splastic.com)

**Guid Optical Associates Inc**  
Amherst, NH; [www.guidoptics.com](http://www.guidoptics.com)

**Hauptman Optics Co**  
Winnetka, IL; [www.hauptmanoptics.com](http://www.hauptmanoptics.com)

**Hellma Optik GmbH**  
Jena, Germany; [www.hellma-optik.com](http://www.hellma-optik.com)

**Hellma USA Inc**  
Farmingdale, NY; [www.hellmausa.com](http://www.hellmausa.com)  
#AD PAGE 24

**HG Photonics Inc**  
Foshan, Fujian, China; [www.hgphotonics.com](http://www.hgphotonics.com)

**Hibochip Corp**  
Westborough, MA; [www.hibochip.com](http://www.hibochip.com)

**Honeywell Safety Products**  
Scottsdale, AZ; [www.honeywellsafety.com](http://www.honeywellsafety.com)

**ILV Infrared**  
Scottsdale, AZ; [www.ilv.com](http://www.ilv.com)

**IMM Photonics GmbH**  
Uetersen/Schleswig, Germany; [www.imm-photonics.de](http://www.imm-photonics.de)

**Infrared Optical Products**  
Farmington, NJ; [www.infraredoptical.com](http://www.infraredoptical.com)

**Intral Optics**  
Northridge, NJ; [www.intraloptical.com](http://www.intraloptics.com)

**Ios Optics**  
San Jose, CA; [www.iosoptics.com](http://www.iosoptics.com)

**Inland Optical Systems Pvt Ltd**  
Singapore; [www.inlandoptical.com](http://www.inlandoptical.com)

**ISP Optics Corp**  
Wilmington, NJ; [www.ispoptics.com](http://www.ispoptics.com)

**ISO Imaging**  
Croydon, TX; [www.isoimaging.com](http://www.isoimaging.com)

**JACOPTIK Optical Systems Inc**  
Jupiter, FL; [www.jacoptik.com](http://www.jacoptik.com)

**JML Optical Industries LLC**  
Rochester, NY; [www.jml-optical.com](http://www.jml-optical.com)

**K&S Optics Inc**  
Orlando, FL; [www.kandsoptics.com](http://www.kandsoptics.com)

**Kythera Optics USA**  
Orlando, FL; [www.kytheraoptics.com](http://www.kytheraoptics.com)

**Kopp Glass Inc**  
Pittsburgh, PA; [www.koppglass.com](http://www.koppglass.com)

**Kruger Optical Inc**  
Slidell, LA; [www.krugeroptical.com](http://www.krugeroptical.com)

**Kyocera Industrial Ceramics Corp**  
San Diego, CA; [www.kyoceracorp.com](http://www.kyoceracorp.com)

**LaCrox Optical Co**  
Baltimore, MD; [www.lacroxoptical.com](http://www.lacroxoptical.com)  
#AD PAGE 49

**Laserline Optics Canada Inc**  
Kamark, CA, Canada; [www.laserlineoptics.com](http://www.laserlineoptics.com)

**Laser Mech Replacement Parts & Service**  
York, PA; [www.lasermech.com](http://www.lasermech.com)

**Laser Optics & Mechanics (LOM)**  
San Diego, CA; [www.lom.com](http://www.lom.com)

**Laser Sources Ltd**  
Rugby, Warwickshire, UK; [www.lasersources.co.uk](http://www.lasersources.co.uk)

**Laser Systems Dept LLC**  
Chilton, MA; [www.lasersystemsdept.com](http://www.lasersystemsdept.com)

**Laserline Inc**  
Qingdao, Shandong, China; [www.laserlineoptical.com](http://www.laserlineoptical.com)

**Layertec GmbH**  
Munster, Germany; [www.layertec.de](http://www.layertec.de)

**Lenaxa Optics Pvt Ltd**  
Pune, Maharashtra, India; [www.lenaxaoptics.com](http://www.lenaxaoptics.com)

**Lighthouse Technologies Inc**  
Orlando, FL; [www.lighthouse.com](http://www.lighthouse.com)

**Libertec Ltd**  
Rochford, Essex, UK; [www.libertecc.com](http://www.libertecc.com)

**LIT-QuantumDesign GmbH**  
Garmisch, Germany; [www.lit-quantum.com](http://www.lit-quantum.com)

**R. Matthews Optical Works**  
Pittsford, NY; [www.matthewsoptical.com](http://www.matthewsoptical.com)

**Metech Grid Light Sources Group**  
Carrollton, GA; [www.metech.com](http://www.metech.com)

**Morihan Trade Inc**  
Alhambra, CA, Tokyo, Japan; [www.morihan.com](http://www.morihan.com)

**MixCoat Technologies**  
Midvale, UT; [www.mixcoat.com](http://www.mixcoat.com)

**Midwest Optical Systems Inc**  
Plymouth, IL; [www.midwestopt.com](http://www.midwestopt.com)

**Mitsubishi**  
Winterbach, Switzerland

**MK Photonics Inc**  
Albuquerque, NM

**Nalux Co Ltd**  
Osaka, Japan

Laser Focus World [buyersguide.laserfocusworld.com](http://buyersguide.laserfocusworld.com)

**LENSES**

**OPTICS THAT DEFEND, BUILD, CURE AND DISCOVER... FOR THIS WORLD AND BEYOND.**

- Spherical Lenses & Assemblies
- Aspherical Convex & Concave
- Plano Windows, Windows, Prisms & Mirrors
- In-House Custom Thin Film Coating UV to Near IR Bandwidth, 200-2100 nm

**LA CROIX OPTICAL CO**  
CUSTOM MANUFACTURER OF PRECISION OPTICS

[www.lacroixoptical.com](http://www.lacroixoptical.com)

**TIER 1**  
Full Page Magazine Ad Deliverables  
All Access Online Deliverables

**TIER 2**  
Full Page Magazine Ad Deliverables  
Select Plus Online Deliverables

**TIER 3**  
Half-Page Magazine Ad Deliverables  
Select Plus Online Deliverables

**TIER 4**  
Third-Page Magazine Ad Deliverables  
Select Plus Online Deliverables

87%

of subscribers use the BUYERS GUIDE in their research and evaluation stages of the purchasing process.

Source: 2015 LFW Readership Study

8

2016 Media Planner

**Military & Aerospace Electronics**



Military & Aerospace Electronic's Buyers Guides are an industry-specific product guide and vendor directory reaching key decision makers and purchase influencers worldwide.

The magazine Buyers Guide is published in March and is an annual reference issue. The online Buyers Guide is available and updated throughout the year.

Military & Aerospace Electronic's premier buying resources allow you to educate industry professionals, create brand visibility, build product preference, and generate qualified leads through a wide variety of programs designed to fit your marketing objectives and budget.

## SPONSORSHIP BENEFITS

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the MilAero community.

A **Traffic Driving** campaign is designed to push MilAero professionals to your website or other online offerings.

A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the MilAero community.

### Online Packages: all packages are available for 12 months! Combine with any print package for a 10% discount\*!

	All Access	Select Plus	Select	Free
Full-service, including weekly content updates	Y	N/A	N/A	N/A
Company Description (# of words)	Unlimited	50	50	50
Categories	Unlimited	25	15	15
Company Logo	Y	Y	Y	
Contact Button for Users to Email You	Y	Y		
Priority Returns in Browse Results	Y	Y	Y	
Highlighted Entry on Search Result Pages	Y			
Product Listings (model name, etc.)	Unlimited	10	10	5
Product Description (# of words)	Unlimited	30	30	30
Product Photos	6	1	1	1
Product Photo Enlargement and Gallery	Y			
Product Resource Files	Unlimited			
Product Videos	Unlimited			
Product Comparison Feature	Y	Y	Y	
Additional Product Cost	Unlimited	\$99	\$99	
Company-branded expanded profile	Y			
Event Listings	Unlimited			
Press Releases	Unlimited			
Resource Files	Unlimited			
Videos	Unlimited			
Dedicated Promotional Email to Drive Traffic	Y			
Display of Your Company's Twitter, LinkedIn, and Facebook Feeds	Y			
Company Logo on militaryaerospace.com	Y			
Custom E-Newsletter Exclusively Promoting Your Listing (10,000 circ)	Y			

\*Excludes All Access package

### Print Packages - Printed in the March issue of Military & Aerospace Electronics Combine with any online package for a 10% discount\*!

	Display Ad	Select Plus	Select	Free
Categories	25	25	15	15
Bold-Faced Listing in Categories	Y	Y		
Boxed Listing in Categories		Y		
Company Logo in Categories		5		
Boxed Company Logo in A-Z Directory		Y	Y	
Bold-Faced Listing in A-Z Directory	Y	Y	Y	
Cross-reference to Your Ad	Y			

\* Excludes All Access package

# DIGITAL DISPLAY ADVERTISING BANNERS



The industry's leading online media brand provides global viewers a timely first look at the latest mil-spec, rugged, high-reliability, and COTS electronic technologies, design trends and standards.

Sponsorship	Creative Specifications
Leaderboard (includes Top and Anchor)	<p>DESKTOP</p> <ul style="list-style-type: none"> <li>• 728 x 90 pixels or 970 x 90 pixels</li> <li>• File size: 40k (max.)</li> <li>• Format: gif, jpeg, swf (flash)</li> <li>• Animation: 3 loops max., must stop after 15 seconds</li> </ul> <p>MOBILE</p> <ul style="list-style-type: none"> <li>• 320x50 pixels</li> <li>• 40K max</li> <li>• Format: gif, jpeg, or png</li> <li>• Animation: 3 loops max., must stop after 15 seconds</li> </ul>
Sponsor 1	<ul style="list-style-type: none"> <li>• 300 x 250 pixels</li> <li>• File size: 40k (max.)</li> <li>• Format: gif, jpeg, swf (flash)</li> <li>• Animation: 3 loops max., must stop after 15 seconds</li> </ul>
Sponsor 2	<ul style="list-style-type: none"> <li>• 300 x 250 pixels</li> <li>• File size: 40k (max.)</li> <li>• Format: gif, jpeg, swf (flash)</li> <li>• Animation: 3 loops max., must stop after 15 seconds</li> </ul>
Skyscraper	<ul style="list-style-type: none"> <li>• 300 x 600 pixels</li> <li>• File size: 40k (max.)</li> <li>• Format: gif, jpeg, swf (flash)</li> <li>• Animation: 3 loops max., must stop after 15 seconds</li> </ul>
Sponsor 3	<ul style="list-style-type: none"> <li>• 300 x 250 pixels</li> <li>• File size: 40k (max.)</li> <li>• Format: gif, jpeg, swf (flash)</li> <li>• Animation: 3 loops max., must stop after 15 seconds</li> </ul>
Sponsor 4	<ul style="list-style-type: none"> <li>• 300 x 250 pixels</li> <li>• File size: 40k (max.)</li> <li>• Format: gif, jpeg, swf (flash)</li> <li>• Animation: 3 loops max., must stop after 15 seconds</li> </ul>

## WEBSITE TRAFFIC STATS<sup>1</sup>

- Page Impressions per month - 244,000
- User Sessions per month - 112,000
- Unique Visitors per month - 76,000



<sup>1</sup> Military & Aerospace Electronics Publisher's own data. June 2015

# DIGITAL DISPLAY ADVERTISING PUSHDOWN BANNERS



The Pushdown Banner is a highly interactive, rich media ad unit that provides impactful branding and direct-response opportunities. This premium position ad unit beneath Military & Aerospace Electronics' navigation bar provides ongoing visibility, even when collapsed.

As one of the largest ad units available, the Pushdown Banner can support a more detailed message through the use of streaming video and multiple targeted links to your offers. It can also support an interactive form for capturing user contact information.

## SPONSORSHIP BENEFITS

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

A **Traffic Driving** campaign is designed to push aerospace professionals to your website or other online offerings.

## STANDARD SPECS:

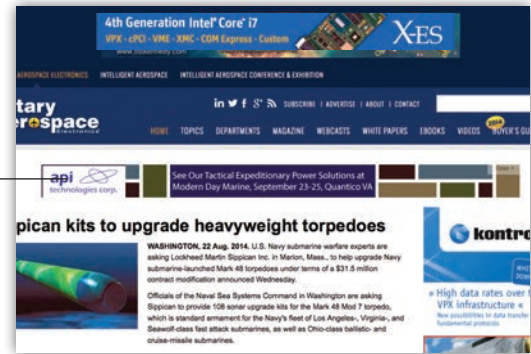
- Collapsed: 970 x 66; Max. file size: 40k
- Expanded: 970 x 418; Max. file size: 100k
- Allow space for "open" and "close" button on both versions of the ad (collapsed and expanded). Button will be placed 15 pixels from the right and 15 pixels from the top. Please do NOT incorporate a button in your design.
- File formats: .gif, .jpg, .swf

## VIDEO SPECS:

- Collapsed: 970 x 66; Max. file size: 40k
- Expanded: 239 x 68 logo image, 15k OR 239 x 4615k logo with text of up to 45 characters + click-thru URL; 543 x 307 left hand image + click-thru URL, 40k; sub brand copy over video, 30 characters
- Video max. file size: 4:3 aspect ratio video + click-thru URL; 2.2 meg; .flv is preferred format; .wmv, .avi and .mpg formats are accepted
- Allow space for "open" and "close" button on both versions of the ad (collapsed and expanded). Button will be placed 15 pixels from the right and 15 pixels from the top. Please do NOT incorporate a button in your design.
- File Formats: .gif, .jpg, .swf

*Push down ad does not display on smart phones*

## COLLAPSED BANNER



## EXPANDED BANNER



**68% OF SUBSCRIBERS  
VISITED THE COMPANY'S  
WEBSITE AFTER SEEING  
AN ADVERTISEMENT ON  
MILITARYAEROSPACE.COM**

Source: 2015 Military & Aerospace Audience Survey

# DIGITAL DISPLAY ADVERTISING ARTICLE SPONSORSHIPS



## ARTICLE SPONSOR

Article sponsorships help strengthen your company’s visibility with prominent advertising surrounded by content serving the information needs of professionals involved in electronic and electro-optic design for military, space, and aviation applications professionals.

### SPONSORSHIP BENEFITS

A **Brand Awareness** campaign strengthens your company’s image and helps define how your company and products are perceived by professionals in the aerospace community.

### CREATIVE SPECIFICATIONS:

- 300 x 250 pixels
- File size: 40k (max.)
- Format: .gif, .jpg or .swf (flash)
- Animation: 3 loops max., must stop after 15 seconds

## PAGE PEEL

The Page Peel ad is an extended rich media ad unit, and is one of the largest online advertising opportunities available. The peel begins as a “dog ear” in the upper right-hand corner of the page and, on mouse-over, extends down and to the left. The Page Peel ad offers an exclusive opportunity with higher than average click-through rates, resulting in traffic to your online content and offerings.

### SPONSORSHIP BENEFITS

A **Brand Awareness** campaign strengthens your company’s image and helps define how your company and products are perceived by professionals in the aerospace community.

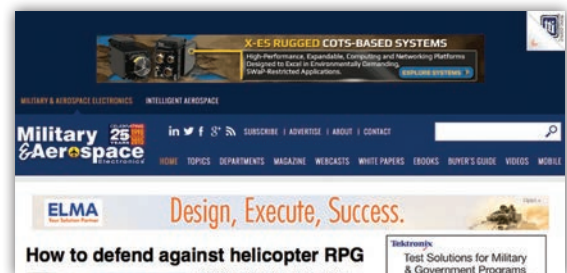
A **Traffic Driving** campaign is designed to push aerospace professionals to your website or other online offerings.

### CREATIVE SPECIFICATIONS:

- Page Peel Ad Dimensions: 900 x 650 (100k max. file size)
- Dog Ear: 75 x 75 pixels (40K max. file size)
- Format: gif, jpeg, png, flash

*Page peel ad does not show on smart phones*

COLLAPSED PAGE PEEL



EXPANDED PAGE PEEL



# EMAIL ADVERTISING WEEKLY ENEWSLETTER



Deployed to 51,608 subscribers each week, the Military & Aerospace Electronics weekly eNewsletter is the ideal vehicle for promoting a new product or brand message to a targeted audience of military electronics buyers and purchase influencers. Filled with trusted technical content, news and product information, the weekly eNewsletter is a simple and effective way to drive traffic and push your marketing message to your target audience, as they make strategic purchasing decisions. The eNewsletter reaches subscribers beyond the magazine's circulation.

## SPECIFICATIONS

All banner positions are single-sponsor.

Sponsorship	Creative Specifications
Skyscraper	<ul style="list-style-type: none"> <li>• 180 x 600 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul>
Middle 1	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels OR 468 x 60 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>
Middle 2	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels OR 468 x 60 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>
Middle 3	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels OR 468 x 60 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>



## Drive High Engagement and Click Thrus with Hybrid Ads

A hybrid ad is a concise combination of text, link, and image that allows you to present the reader with a call to action that takes advantage of key elements of text-based and display advertising. These ads, in conjunction with a well-crafted call to action, drive high engagement and click-thrus. Hybrid Ads are options for the Middle positions in the Military and Aerospace Electronics weekly eNewsletter.

- Deployed each Wednesday at 11 a.m. Eastern.
- Ad Close: 7 days prior to issue
- Creative Due: 3 days prior to issue
- Send creative/file to [webmaterial@pennwell.com](mailto:webmaterial@pennwell.com)

**NEW**  
responsive  
eNewsletter design  
ensures your ad  
displays well across  
all platforms

# EMAIL ADVERTISING TARGETED ENEWSLETTERS



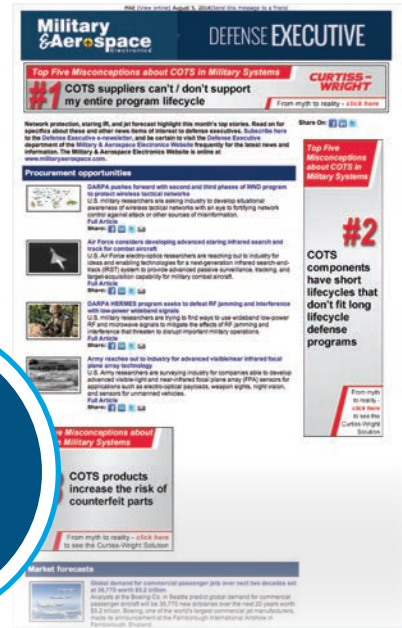
## Defense EXECUTIVE eNEWSLETTER

Each month, Military & Aerospace Electronics' Defense Executive eNewsletter delivers strategic insights and business news to more than 50,000\* executive managers around the globe. Defense Executive covers topics of interest to executive leadership in organizations that produce or procure electronic and electro-optic systems, subsystems, components, software and services for military, space, and commercial aviation industries. This exclusive branding and lead generation opportunity offers advertisers 100% share-of-voice.

### Exclusive Sponsorship

All banner positions include a single-sponsor each issue, assuring 100% share of voice.

Defense Executive eNewsletter deploys the first Tuesday of each month.



## Farnborough Airshow Daily eNewsletter

Farnborough Airshow | July 16-17, 2016

Promote your company through a sponsorship of the Farnborough Airshow Daily eNewsletter – deployed in conjunction with Intelligent Aerospace delivered to more than 70,000\* established aerospace professionals and covering one of the industry's largest shows.

Sponsorship	Creative Specifications
Skyscraper	<ul style="list-style-type: none"> <li>• 300 x 600 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul>
Middle (4 positions available each email)	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>



Deployed Daily Monday, July 11 – Friday, July 15

\*Publisher's own data



# EMAIL ADVERTISING TARGETED ENEWSLETTERS



## EMBEDDED COMPUTING REPORT

- Distribution: 60,000\* professionals worldwide who have demonstrated an interest in embedded computing technologies such as single-board computers, real-time software, power-efficient microprocessors and FPGAs, backplanes and enclosures, as well as embedded computing power management and control
- Editorial Focus: articles, case studies and design challenges covering aerospace, defense, and industrial-rugged applications.
- Frequency: Monthly (the second Monday of each month)

## UNMANNED VEHICLE ENEWSLETTER

- Distribution: 45,000\* Military & Aerospace Electronics subscribers who recommend, specify, purchase or influence unmanned vehicles systems and components
- Editorial Focus: news stories, features and briefs covering electronic and electro-optical payloads, propulsion systems, power storage and more concerning unmanned aerial vehicles (UAVs), unmanned underwater vehicles (UUVs), unmanned surface vessels (USVs), and unmanned ground vehicles
- Frequency: Monthly (the third Tuesday of each month)

**EXCLUSIVE SPONSORSHIP PRICING –  
100% SHARE-OF-VOICE**



## PRODUCT SHOWCASE ENEWSLETTER

Promote your products in Military & Aerospace Electronics' Product Showcase eNewsletter. The showcase is a great way to generate interest and drive prospects to your website, literature, products and services. Your message will reach over 60,000\* buyers and purchase influencers who subscribe to the Military & Aerospace Electronics eNewsletter!

### Creative Specifications:

- Product Name
- Description: 30 words
- Click-thru URL for Showcase eNewsletter
- Product Image: 150 x 150 jpg or gif; max. file size 25k

*Product Showcase eNewsletter deploys the first and third Monday of every month.*

\*Publisher's own data

Sponsorship	Creative Specifications
Skyscraper	<ul style="list-style-type: none"> <li>• 160 x 600 pixels OR 180 x 600 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul>
Middle 1	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels OR 468 x 60 OR 180 x 150 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>
Middle 2	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels OR 468 x 60 OR 180 x 150 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>
Middle 3	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels OR 468 x 60 OR 180 x 150 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>

# EMAIL ADVERTISING TARGETED ENEWSLETTERS (CONTINUED)



## CYBER SECURITY

Distribution: 60,000\* subscribers in defense related computer and software industry. Related interests for these subscribers include cybersecurity, cyberwarfare, information warfare, intelligent security, information security technologies, products, contracts and procurement opportunities related to the creation and protection from surreptitious installation of malicious computer code.

Editorial Focus: primarily cover computer hacking related to military and defense--related computer systems and networking, as well as commercial cyber technologies applicable or relevant to aerospace and defense cyber security and cyber warfare.

Frequency: Deploys on the last Thursday of each month

## ELECTRONIC WARFARE

Distribution: 50,000\* subscribers interested in the spectrum warfare including topics such as electronic intelligence, electronic attack, signals intelligence, radar and radio jamming, other RF and microwave technologies that pertain to controlling the RF spectrum

Editorial Focus: Electronic Warfare quarterly is a digest of the most important contracts, procurement opportunities, business developments, design--in case studies, budget prospects, news, and opinion related to military electronic warfare.

Frequency: Deploys quarterly

Sponsorship	Creative Specifications
Skyscraper	<ul style="list-style-type: none"> <li>• 300x600 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>
Middle 1	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>
Middle 2	<p>CHOOSE A BANNER OR HYBRID AD!</p> <p><b>Banner Ad</b></p> <ul style="list-style-type: none"> <li>• 300 x 250 pixels</li> <li>• max. file size: 40k</li> <li>• format: gif, jpeg (no flash or animated gif files)</li> </ul> <p><b>Hybrid Ad</b></p> <ul style="list-style-type: none"> <li>• 45 words max.</li> <li>• 150 x 150 pixel image</li> <li>• URL Link</li> </ul>

\*Publisher's own data

# CONTENT MARKETING NATIVE ADVERTISING



Native Advertising is a form of media where the ad experience follows the natural form and function of the user experience in which it is placed. Native ads match the visual design of the experience they live within, and look and feel like natural content. Native ads must behave consistently with the native user experience, and function just like natural content.

## CONTENT

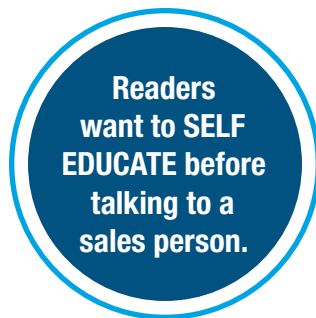
- Native Advertising allows you to promote your company's articles in the context of our editorial content.
- Your headlines appear adjacent to our editorial articles, which are hosted on our website, making it a non-interruptive experience.
- Business users are highly receptive to native advertising especially if it is relevant to the content they were seeking out.
- Paid placement of your articles offers the opportunity to extend the reach of your articles to our audience.
- Native Advertising content is indexed by Google and is more discoverable because of our site's authoritative search engine ranking on industry topics.
- As an added bonus, the articles are also indexed by our site's search engine, increasing on-site findability.

## BENEFITS

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

A **Traffic Driving** campaign is designed to push aerospace professionals to your website or other online offerings.

A **Thought Leadership/Education** campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.



## THE NATIVE ADVERTISING PROGRAM INCLUDES:

- Ad unit in the news section on the website homepage
- Ad unit on nearly all website article pages
- Exclusive custom landing page displaying your article
- Up to four sponsor-supplied, rotating articles per month (3-month minimum)
- Article may contain embedded video
- 300x250 banner ad on landing page
- Three links within each article
- Full analytic reporting

# CONTENT MARKETING EXECUTIVE BRIEFINGS



Exclusive  
Sponsorship  
Opportunity

## GENERATE HIGH-LEVEL LEADS

Executive Briefings are downloadable (PDF) high-level summaries of key industry topics by Military & Aerospace Electronics editors accompanied by a package of hand-selected, recent, must-read articles on the topic from the pages of Military & Aerospace Electronics' highly respected magazine and website. Executive Briefings are posted to Military & Aerospace Electronics' website to generate leads not only from our audience but from online search as well. Additionally, Executive Briefings offer you the opportunity to align your company with high-value, thought leadership oriented content.

The Executive Briefing gives readers a direct line to Editor-in-Chief John Keller's insights into industry topics. The downloadable format makes them perfect not only for desktop reading and printing, but also for taking on the go — ground or air — on a laptop, iPad, tablet, Kindle, or other eBook device.

### SPONSORSHIP BENEFITS

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the aerospace community.

A **Thought Leadership/Education** campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view — building business over the long term.



#### SUGGESTED TOPICS:

- Next-generation embedded computing
- Software-defined radio
- Rugged computing
- Connectors
- Unmanned aerial vehicles (UAVs)
- Power supplies

Ask your sales representative about other available topics.

### ADDITIONAL BENEFITS INCLUDE:

- Two full-page ads in the Executive Briefing
- Sponsor logo on cover and each page of the Executive Briefing
- Resource page at the end of the Executive Briefing includes 1,000 word sponsor company overview and links to related topics and offers on sponsor website (5 links max.)
- Each Executive Briefing will be promoted in two Military & Aerospace Electronics eNewsletters during the three-month sponsorship period
- The Executive Briefing and sponsor logo will be featured on the Military & Aerospace Electronics website homepage for one week (min.)
- Exclusive email promotion will be sent to targeted users, promoting the Executive Briefing and highlighting the sponsor

# CONTENT MARKETING WHITE PAPERS



*IT WOULD BE A SHAME TO WRITE A WHITE PAPER THAT NO ONE DOWNLOADS*

## DRIVE MORE LEADS WITH YOUR EXPERT CONTENT USING OUR PROMOTIONAL CAPABILITIES

White Papers ensure your content is visible where aerospace decision makers go to conduct purchasing research and create vendor short lists. Online White Paper sponsorships leverage our site's content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide your sales staff with a database of quality leads.

### SPONSORSHIP BENEFITS:

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

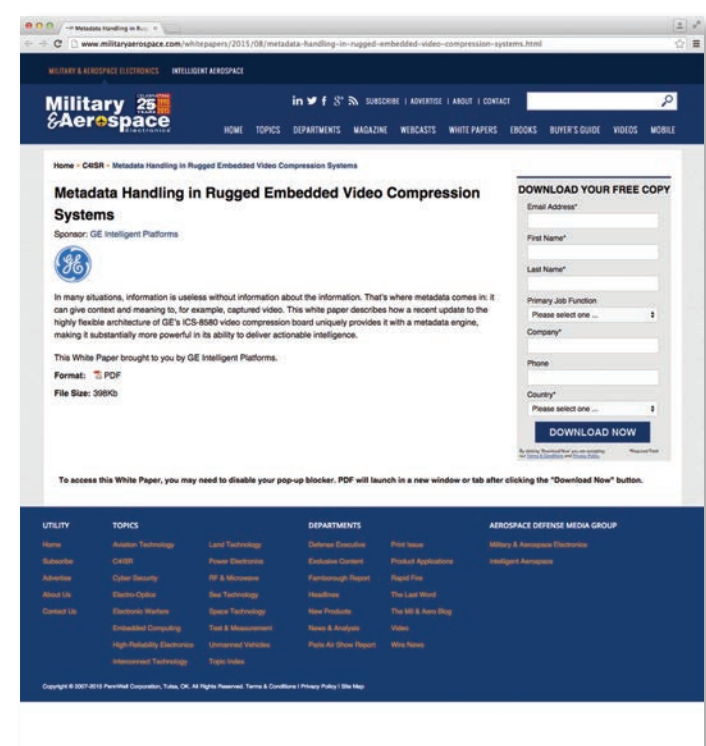
A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the aerospace community.

A **Thought Leadership/Education** campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.

### CREATIVE SPECIFICATIONS:

Your White Paper with logo (gif or jpg file) and brief abstract are posted in the online White Paper library. Users who click on the link must register to download the White Paper, resulting in instant leads for you. We also deploy a monthly e-mail newsletter showcasing all active White Papers in our library.

**Contact your sales representative for details.**



**THE MAJORITY OF SUBSCRIBERS RELY ON WHITE PAPERS  
TO INFORM THE RESEARCH STAGE OF THE BUYING PROCESS.**

Source: Publisher's Own Data – 2015 Audience Survey

# CONTENT MARKETING VIDEO



## CUSTOM VIDEO CHANNEL SPONSOR



The Custom Video Channel extends the reach of video you have created (or we custom produce at an additional cost) with an exclusive landing page on our relevant website providing exposure to your target audience. Banner advertising is included on the landing page and provides a branding opportunity for your

company and/or products. Targeted email promotions to our audience drive viewers to your content. Direct links to your site from the channel page provides a boost to your site's search ranking, which will drive incremental traffic.

### CREATIVE SPECIFICATIONS:

- Up to 3 videos with title and description
- Formats accepted are .wmv, .mov, .avi, .mpeg2, mpeg4, .3gp, .dv, h.264 that is no smaller than 480 x 360 pixels
- 'About Us' introductory paragraph — up to 1000 characters, including up to 3 web links
- Top & bottom leaderboards — 728 x 90 + click thru URL link, 40K file size max.
- Targeted custom e-mail promoting your channel
- Introductory paragraph for targeted e-mail — up to 500 characters, including spaces

## VIDEO SPONSOR

Increase exposure for your existing video content and elevate your brand's visibility by posting them on our website video player. Video Sponsorships provide a low-cost opportunity to educate aerospace professionals on your company capabilities and product offerings.

This sponsorship includes promotion. Ask your sales representative for details.

## VIDEO PRODUCT SHOWCASE

Military & Aerospace Electronics is offering an easy-to-execute product showcase presented in an engaging video format. You supply a 125-word script, logo, up to five images, and your booth number (if using at a specific trade show). The Intelligent Aerospace professional video staff will host, edit, and present a final video clip.

### Sponsorship includes

- eNewsletter distribution to 60,000\*\* Intelligent Aerospace Opt-in subscribers who buy, specify or influence the purchase of products like yours.
- Final professional 720p video clip delivered to you for use at tradeshows, in laptop presentations, sales presentations, and social media sites.
- Video posted on [www.intelligent-aerospace.com](http://www.intelligent-aerospace.com)'s video showcase page for six months
- Banner promotion on weekly Intelligent Aerospace eNewsletter
- Hosted introduction and presentation

**62% OF SUBSCRIBERS  
RELY ON VIDEOS AS PART  
OF THE RESEARCH AND  
EVALUATION PHASE OF  
THE PURCHASE PROCESS**

Source: Publisher's Own Data – 2015 Audience Survey

# CONTENT MARKETING PODCASTS

Podcasts, a digital media file in audio or video format distributed primarily through RSS feeds, are a simple and effective way to reach your target audience. Completely searchable, Podcasts allow easy access and increased exposure for your company with just a script and a telephone. Our staff can help you create a thought-provoking, downloadable podcast that reaches industry professionals while they are on the go.

## SPONSORSHIP BENEFITS:

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the aerospace community.



# CONTENT MARKETING LIST RENTAL

Offering quick response at a low cost, Email List Rentals allow you to reach a targeted audience with your custom email deployment. Your message will be sent to industry professionals you've specified from our database list selects and can be used for a nearly unlimited variety of promotional programs.

## SPONSORSHIP BENEFITS:

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

A **Traffic Driving** campaign is designed to push aerospace professionals to your website or other online offerings.

A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the aerospace community.



# CONTENT MARKETING WEBCASTS



## GENERATE HIGH-QUALITY LEADS WITH A WEBCAST SPONSORSHIP!



In today's B2B sales environment, studies are showing that most people self-educate before they even contact a salesperson. Our audience surveys show that nearly eight out of ten subscribers use webcasts in the research and evaluation portions of the buying process. You benefit by Brand Awareness, Thought Leadership and Lead Generation.

Military & Aerospace Electronics webcast sponsorships generate high-quality leads for your sales team – varying in quantity depending on type of program and technology topic. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company's technical expertise, showcase customer testimonials, and explain product differentiators.

Custom or Editorially-driven – your choice. Choose a custom webcast to present your own content, and we will produce and promote your webcast to our targeted subscribers who want to learn about your products and services. OR co-sponsor one of our editorial webcasts which generate relevant contacts attracted by our independent speakers.

### TYPES OF WEBCASTS:

#### EDITORIALLY DRIVE CONTENT

- Technology topic
  - with industry-respected Expert as guest speaker
  - with Editors as speakers - e.g.: Industry state of the union, or wrap-up of an industry conference
- Sponsor-presentation
  - Single sponsor, moderated by Editors
  - Multi sponsor, moderated by Editors
- Industry executive, interviewed by Editors
- Sponsor customer, interviewed by Editors
- Panel Discussion (sponsor-provided), moderated by Editors

#### CUSTOM SPONSORED CONTENT

- Customer case study - with one of their customers
- Video webcast – on-location with our crew (extra charges apply), or supplied by customer
- Product demo (generally moderated)
- How-To tutorial with examples
- Whiteboard presentation
- The Tradeshow presentation
- Presentation adapted from a conference

#### OPTIONAL

- Program with accreditation test for continuing education credits
- Social Video Chat (Google Hangout)
  - lower price alternative (Open to all with no lead registration and limited promotion.)

**66% OF OUR SUBSCRIBERS USE WEBCASTS  
IN THE RESEARCH AND EVALUATION PORTION OF THE BUYING PROCESS**

Source: 2015 Military & Aerospace Electronics Readership Study





LIVE... ON DEMAND... BOTH

## OUR NEW WEBCAST PLATFORM IS OPTIMIZED FOR DESKTOP, MOBILE AND PHONE USE.

### YOUR SPONSORSHIP PACKAGE INCLUDES:

- Our brand cache
- SEO optimizations
- Editor/Moderator
- Rehearsal/Dry Run
- Campaign tracking, great platform, includes polling, video, screen-sharing and more
- Email promotion, HTML and text – 2 x 10,000 before, 1 x 10,000 after (also available for sponsor use for their own distribution)
- Promotion on our home page webcast aggregator pane
- Social activity during presentation
- Reminder emails 24 hours and 30 minutes before webcast
- On-demand hosting for six months in our webcast library
- Collaborative consulting on the event topic/theme
- Targeted global prospect list
- Landing page on our site, including a 100-word description and links to sponsors' website
- Links to appropriate company assets, product sheets, website, related downloads, etc.
- 24/7 reporting from registrations, and downloadable highly qualified sales leads
- Lead scoring using the On24 Engagement Index, a measurement of attendees' participation, interest and engagement
- Pre-roll and Post-roll Video Commercial – 20 second bumpers using sponsor-supplied video (optional at extra cost)
- Polling questions (2x) during the program, with data dropping into attendees' registration
- Q&A period typically allows for six to ten questions
- Social Media Boost (optional at extra cost)

# CONTENT MARKETING SOCIAL MEDIA TOOLS



## SOCIAL VIDEO CHAT

### PRODUCT DESCRIPTION:

The Social Video Chat is an open, insightful panel discussion on a timely industry topic. Attendees can view the exchange live or on demand via a variety of channels including, YouTube, Google+, or Military & Aerospace Electronics' website. Attendees also have the option of submitting questions via a Twitter Chat hashtag during the live event. The chat panels are comprised of industry experts and are facilitated by Intelligent Aerospace staff.

Social Video Chat sponsorships generate awareness for your brand among aerospace professionals worldwide through the use of landing pages on Military & Aerospace Electronics' website and event reminder e-mails. Sponsor acknowledgements at the start of the event and optional participation as a chat panelist enhance your brand's thought leadership during this topical discussion. Social engagement is achieved through promotional buzz and sharing on Military & Aerospace Electronics' social media platforms.

### SPONSORSHIP BENEFITS:

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

A **Social Engagement** campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.

A **Thought Leadership/Education** campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.

#### Sponsorship Includes:

- Landing Page: Sponsors logo and 250-word description are featured on the unique Social Video Chat landing page for three (3) months
- Reminder E-Mails: Sponsor logo and description are included in reminder e-mails to registered participants
- Sponsor Acknowledgment: Sponsor is mentioned during the Social Video Chat introduction
- YouTube Post: Sponsor logo and 250-word description on YouTube post
- Sponsor Name and Twitter Handle Mentions: Mentions occur throughout the event

## SOCIAL MEDIA BOOST

### PRODUCT DESCRIPTION:

The Social Media Boost is a specialized posting on Military & Aerospace Electronics' Facebook and Twitter pages directing groups and followers to topic-specific sponsored content on Military & Aerospace Electronics' website. The Boost consists of an image and linked headline/text that will display in the targeted user's newsfeed for up to one week. Sponsors will receive metrics such as impressions, clicks, page likes, shares, and comments to measure success.

The Social Media Boost drives additional traffic to your sponsored content hosted on Military & Aerospace Electronics' Aerospace's website. It increases awareness of your sponsored Webcasts, White Papers, Video, or other products to thousands of industry professionals actively engaged in social media. Aligning with Military & Aerospace Electronics' highly respected content allows you to increase awareness to your target audience. This unique opportunity invites industry professionals to engage with your content via social networks.

### SPONSORSHIP BENEFITS:

A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the aerospace community.

A **Traffic Driving** campaign is designed to push aerospace professionals to your website or other online offerings.

A **Social Engagement** campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.

#### Sponsorship Includes:

- One (1) Facebook post for seven (7) days (max) per week, including which includes:
- Image: 484 x 252 px; recommended upload size: 1200 x 627px
- 25-character headline
- 90-character body copy
- One Twitter post up to 140 characters of body text
- Optional use of 2 hashtags contained in body text
- Optional use of 1 Twitter handle contained in body text
- Optional image of 800x320 pixels
- URL link to hosted content on the Intelligent Aerospace website

EXPECT HIGH IMPACT RESULTS

Your marketing decisions need to be based upon good judgment, data and experience. Work with the brand that you already trust and know will be there for you. The Marketing Solutions team works along side of PennWell's media brands. We are a full-service marketing agency that can assist your team with the following services:

### DESIGN, COPY WRITING & DEVELOPMENT SERVICES

- » We create compelling and targeted messaging
- » We are always thinking mobile
- » We are always thinking about your print, online, social media and tradeshow presence
- » And, we create highly specialized content for your white paper and article needs

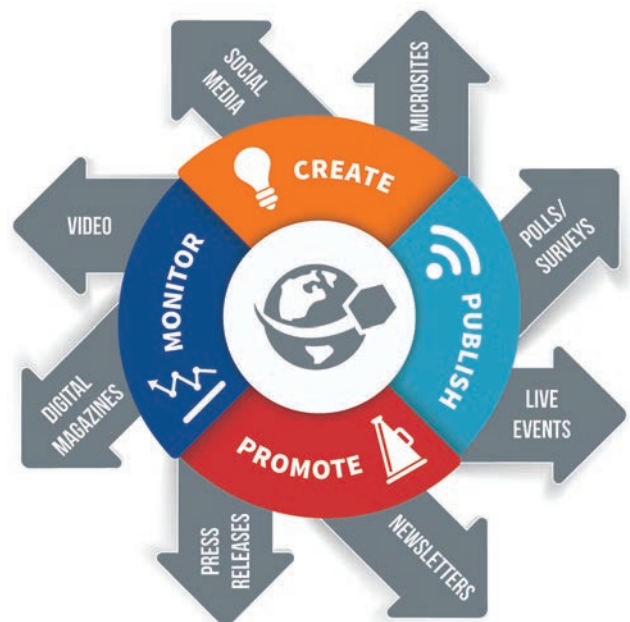
If you want your website, brochures, displays, videos and advertisements to stand out from the crowd then you will want to work with us.

### MARKETING SERVICES

If you need help with building your customer base, we excel at bringing companies into new industries and geographic markets. Trying to figure out the smartest way to rollout a new product? Our research process will set the stage and our media planning will get you going. Our team of marketing professionals, from translators to event planners, understands the value of listening and learning. We can help with both strategic and tactical planning.

#### Here's how:

- » Brand Messaging
- » Email Marketing
- » Social Media Strategy
- » Thought Leadership Programs
- » Campaign Strategy
- » SEO
- » Event Planning
- » Competitive Analysis



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