

# DEFENSE SPONSORSHIP

Exclusive monthly sponsorships available to reach AIN's global defense readership.

## METRICS

	AINonline	Defense Perspective
	<ul style="list-style-type: none"> <li>25% of AINonline's readership engages with our defense content</li> <li>Over 3 minutes spent on the average defense story page</li> <li>Global reach with 52% of traffic from the Americas, 23% from Europe, 20% from Asia</li> </ul>	<ul style="list-style-type: none"> <li>8,000 opt-in readers worldwide</li> <li>Over 25% open rate</li> <li>45% mobile readership</li> </ul>

## SPONSORSHIPS

	Monthly Rate	Creative Required	Estimated Impressions	Inventory
100K SPONSOR*	\$8,900	728x250, 728x90, 300x250, 300x600, 300x100, 1000x600 (Newsletter), logo	100,000 & 200,000 logo	2
50K SPONSOR	\$3,600	728x90, 300x250, 300x100	50,000	3
AUDIENCE EXTENSION	\$1,800	728x90, 300x100, 300x250, 300x600	30,000–50,000	2

All rates before agency discount.  
\* Banner in Defense Perspective included with 100K sponsor.

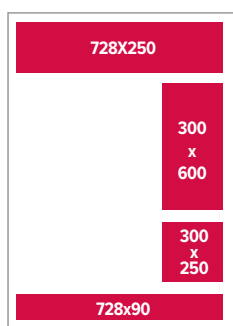
## POSITIONS

	Monthly Rate	Creative Required	Estimated Impressions
<b>EXCLUSIVE POSITIONS</b>			
INTERSTITIAL/ SPLASH	\$5,000 per week	700x420	25,000
AINONLINE MOBILE APP	\$5,000	728x90	50,000
PRE-ROLL	\$2,900	15 sec. pre-roll video	10,000
<b>NATIVE ADVERTISING</b>			
STORY	\$6,500	Article content, logo Applicable images	40,000 article teaser impressions Social promotion
VIDEO BOOST	\$5,700	Supplied video (no length requirements) Video description	20,000 video teaser impressions YouTube distribution to 65,000 subscribers
<b>DEFENSE PERSPECTIVE NEWSLETTER (sent every Friday)</b>			
BILLBOARD	\$2,500	1000x600	8,000

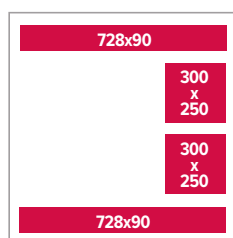
Call rep for details regarding custom content creation.

Inventory limited to four advertisers per month.

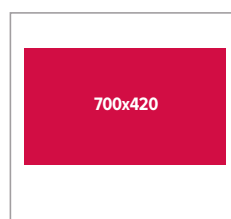
### 100K SPONSOR



### 50K SPONSOR



### INTERSTITIAL/SPLASH



### MOBILE APP



## ONLINE

### ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif, HTML5
- Third-party banners accepted—must be SSL compatible
- iPhone application requires .png file
- 75kb max static-file size

### RICH MEDIA FILE SIZE

- 75k initial, 150kb polite
- 2mb max user initiated

### MAX ANIMATION LENGTH

- 15 seconds
- Looping permitted with 5-sec. pause

### EXPANDABLE GUIDELINES (BILLBOARD AD UNIT)

- Close ad text and button are required in the top-right corner
- Audio must be user-initiated

### TARGET URL

- Must be submitted with banner

## VIDEO

### RESOLUTION

- 1920x1090 preferred/1280x720 min.

### FILE FORMAT

- .mp4, .mov, .avi, .m4v, .m4a

### CODECS

- h.264, mpeg4, MJPEG, AppleProRes, Uncompressed, WMV.

## NATIVE ADVERTISING

- Word document containing copy
- At least one high-res image to accompany story
- Image should have 2x1 WxD ratio
- Company logo

## NEWSLETTER

### SIZE

- 1000x600

### ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif
- Third-party served banners and rich media **NOT** accepted.
- Static File Size: 75kb max

### MAX ANIMATION LENGTH

- 10 seconds
- Looping permitted with 5-sec. pause

### TARGET URL

- Must be submitted with banner



### Please send digital files to:

Tom Hurley, thurley@ainonline.com  
Creative due 1 week before campaign start date.