

High Visibility Marketing Opportunities on SLDinfo.com

YOUR OPPORTUNITY

Traditional Display Banner Advertising and Logo placement in our Partner & Sponsor categories

The first opportunity is an above-the fold- banner ad in our featured rotator. Showcase your latest product, technology or service front and center in this high visibility location.

Second Line of Defense offers online marketing opportunities for its sponsors and partners. Feature your brand on Second Line of Defense's well-visited home page or our article pages. Your company logo is linked to your website creating a non-reciprocal inbound link. So your exposure to our audience is very targeted and your website gains a valued inbound link improving your online visibility.

BANNER AD SPECIFICATIONS:

Optimized 72 ppi file in jpg or png formats in RGB. Pixel dimensions are 379 x 282.

PARTNER & SPONSOR LOGO AD SPECIFICATIONS:

Optimized 72 ppi file in jpg or png formats in RGB. Pixel dimensions are 180 x 180 Square. Please allow some extra white space around your logo for better display. Provide URL link to your website.

EXPOSURE

Gain global exposure for your military defense and security solutions

We are regularly read by key decision makers and analysts in the defense and security sector. Our high visibility interviews draw significant decision making exposure and are cutting edge, industry leading analytical efforts.

Join the most innovative developers of military defense and security products around the world. Second Line of Defense (SLDinfo.com) has become a "go to source" for connecting logistics sustainability and Con-Ops information from experts in the field, and delivering it at the right time to the warfighter.

Internationally focused, Second Line of Defense produces offers regular contributions from senior field analysts in the form of news briefs, in-depth interviews, feature articles, special reports, photos

and videos. SLD's field generated content highlights solutions from the *perspective of military logisticians and the defense and security support community.*

REACH

Sldinfo.com visitors generate over 40,000 page views and reaches several thousand decision makers every month

Could your organization benefit from being read by leading decision makers in the United States and key allied countries?

In addition to the top publication writers on defense and security in the world, SLDinfo.com draws a diverse and extraordinarily loyal audience. Statistics show that over 30% of monthly visits are returning customers from over 130 countries. Since the website's launch, visitation and page views have increased over 100% each year. It is no wonder that Second Line of Defense is read regularly by decision makers, journalists and analysts in the defense and security sector.

BANNER AD & INBOUND LINK OFFER

Insertion	12 months / \$1,200
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PARTNER & SPONSOR LOGO INBOUND LINK OFFER

Insertion	12 months / \$500
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SLD also offers customized solutions that combine sponsorship and special editorial content. Call us at 571-255-6259 or email us at promo@sldinfo.com to create a unique package for you.

CONTACT

Put your solution into action

Contact Second Line of Defense at **571-255-6259** to speak with a customer care representative about your marketing opportunity with SLDinfo.com. We'll help you outline the specific materials and implementation plan that will put your organization in front of the leading influencers and decision-makers on security and defense solutions. **Call Today!** Or **E-mail** us at: promo@sldinfo.com