WHY PARTNER WITH US

Turbocharge your defense business.

Reach the officials, program managers and industry leaders who decide what gets bought, built and deployed — in 150+ countries, with guaranteed reach on every campaign.

20M+ annual visitors across five publications

20M+ annual social media reach

~1M AI assistant reads of our reporting every month



TheDefensePost · NextGenDefense · THE DRONEFRONT · MILITARY AI · FourthDomain Tracking Space Militarization

WELCOME

A partner in the room, not a placement on a page.

Thank you for considering us. The Defense Post and its four sister publications are read daily by defense officials, acquisition teams and the companies that supply them — in Washington and in capitals most outlets never cover.

We work differently from a media buy. You tell us what you need to happen — a program office that knows your name, a launch that lands with the right ministries, a pipeline of qualified conversations before the next expo — and we build the campaign around it, then stay accountable for the result.

Every campaign comes with a guarantee: your content stays live until the reach we promised is delivered. No exceptions.

— The Sentry Media Group partnerships team

OUR PROMISE

Guaranteed reach, or we keep running.

48-hour publishing

Approved content goes live within two business days.

One account manager

A single point of contact from brief to final report.

Cross-brand amplification

One brief, five newsrooms. Reach specialist audiences without five contracts.

20M+
annual visitors

20M+
annual social media reach

1M+
newsletter reach

150+
countries reached

THE PORTFOLIO

Five newsrooms. Every domain of modern defense.

A flagship for breadth, four specialist titles for depth. Advertise on one, or let one brief run across all five.

TheDefensePost

Global defense news, analysis and opinion

Breaking news, conflict coverage, procurement and industry across the US, Europe, Middle East, Africa and Asia-Pacific. The flagship title.

thedefensepost.com

NextGenDefense

Emerging technology and the future force

Next-generation platforms, hypersonics, directed energy, electronic warfare and the startups reshaping the defense industrial base.

nextgendefense.com

THE DRONEFRONT

Tracking unmanned warfare

Air, ground and naval drones, counter-UAS, doctrine and acquisitions — the fastest-moving beat in defense, covered daily.

dronefront.com

MILITARY AI

Defense AI, decoded

Autonomy, AI for C2 and ISR, cyber and information operations, and the policy and ethics debates shaping adoption.

militaryai.ai

FourthDomain
Tracking Space Militarization

Space and the orbital battlefield

Military space, satellite security, launch, missile warning and the commercial providers becoming national security infrastructure.

fourthdomain.com

Independent, and proud of it.

No parent conglomerate, no association agenda. Our readers trust us because we tell it as we see it — and that trust transfers to the partners we publish alongside.

50K+
articles published

ADVERTISING@THEDEFENSEPOST.COM

THE AUDIENCE

The most consequential readers on earth.

Defense leaders from the United States and almost every country in the world: the officials, acquisition teams and industry executives who shape national security policy and spend its budgets.

- Department of War & combatant commands
- Defense ministries in 150+ countries
- Primes & integrators
- Defense-tech founders
- Analysts, think tanks & academia

SENIORITY

Entry	31.5%
Senior	27.1%
Director	10%
Manager	7.6%
CXO	4.8%
VP	4.5%
Owner	3.2%
Partner	1.1%

COMPANY SIZE

10,001+ employees	26.2%
1,001–5,000	11.2%
51–200	10%
11–50	9.6%
1–10	7.4%
201–500	6.3%
5,001–10,000	5.2%
501–1,000	4.3%

INDUSTRY

Defense & space	11.9%
Aviation & aerospace	8.2%
IT services	5.8%
Software	5%
Business consulting	3.1%
Armed forces	2.6%
Industrial machinery	1.9%
Higher education	1.8%

Share of identified professional followers.

1 in 4
readers is director-level or above — VP, C-suite, owner or partner

43%
work at organizations with 1,000+ employees — the primes and agencies that buy at scale

2 in 3
of identified readers work in defense, aerospace, IT or software — your buyers and your channel

GLOBAL REACH

Most defense media stops at the Beltway. We don't.

Local correspondents and regional voices give us an audience in the ministries, primes and partner forces your export strategy depends on. Annual visitors by region:



150+
countries whose defense ministries read us

65%
of readers outside the United States — ideal for export and FMS campaigns

Geo
targeting available — run a campaign only in the Gulf, only in Europe, or only in Indo-Pacific

CREDIBILITY

Read by leaders. Written with them.

Our commentary pages are authored by the generals and admirals who ran the commands your customers report to. Your sponsored content is published in that company.



Lt. Gen. Dell L. Dailey
US ARMY
Former Commander, Joint Special Operations Command; former head of State Department counterterrorism



Lt. Gen. Raymond V. Mason
US ARMY
Former Deputy Chief of Staff, G-4; oversaw a quarter-million Army logisticians



Maj. Gen. Bob Dees
US ARMY
Former Vice Director for Operational Plans and Interoperability, Department of Defense



Maj. Gen. James "Spider" Marks
US ARMY
Former Commanding General, US Army Intelligence Center; senior intelligence officer, 2003 Iraq War



Col. Jeffrey H. Fischer
US ARMY
30-year aviator and electronic warfare officer; seven combat tours in Iraq, Afghanistan and the Balkans



Lt. Gen. E.G. "Buck" Shuler
US AIR FORCE
Former Commander, Strategic Air Command 8th Air Force



Gen. Douglas Fraser
US AIR FORCE
Former Commander, US Southern Command; Deputy Commander, US Pacific Command



Gen. Kevin P. Chilton
US AIR FORCE
Commander, US Strategic Command 2007–2011; astronaut on three Shuttle missions



Maj. Gen. Robert McMahon
US AIR FORCE
Former Commander, Warner Robins Air Logistics Center



Bruce S. Lemkin
US AIR FORCE
Senior Executive Service; former Deputy Under Secretary of the Air Force, International Affairs



Vice Adm. John W. Miller
US NAVY
Former Commander, US Naval Forces Central Command / US Fifth Fleet



Rear Adm. Gregory J. Slavonic
US NAVY
Former Acting Under Secretary of the Navy; 18th Assistant Secretary for Manpower and Reserve Affairs

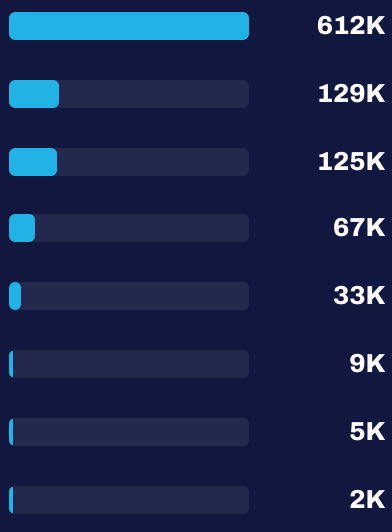
> Impartial but outspoken, without fear or favor. We tell the facts as we see them and are committed to fairness and the right of reply.
>
> EDITORIAL GUIDELINES · THE DEFENSE POST

AI DISCOVERABILITY

The defense source AI answers with.

Your buyers increasingly ask ChatGPT, Claude, Perplexity and Apple Intelligence before they search Google. Those assistants read our five publications around the clock — which makes content published with us part of the answer.

AI SYSTEMS READING OUR SITES · REQUESTS PER MONTH



Source: Cloudflare AI crawler analytics across our network, 7-day sample projected to 30 days. Search engines add a further 2.7M+ monthly requests from Google and Bing.

~1M

AI assistant and crawler requests to our reporting every month — about 33,000 a day

600K+

monthly live fetches by ChatGPT while answering a user's question — not background crawling, a reader asking in real time

15+

AI systems indexing us: OpenAI, Anthropic, Apple, Google, Microsoft, Perplexity, Mistral, Meta, Amazon, DuckDuckGo and more

The AI Discoverability package

INCLUDED WITH EVERY ARTICLE PLACEMENT · UPGRADE AVAILABLE

Written to be cited

Clear entity naming, a summary block, structured data and FAQ formatting so assistants can quote your capability accurately — and attribute it to you.

Permanent and connected

A stable URL that never expires, cross-linked from all five publications and refreshed quarterly so it stays current in every model's index.

Agent-visible sponsorship

We are piloting machine-readable sponsor placements — when an AI agent reads our pages, your message is presented to it too. Early partners get first access.

Upgrade partners receive a monthly AI-visibility report: which assistants fetched your content, how often, and sample prompts where your brand appears.

ADVERTISING@THEDEFENSEPOST.COM

START WITH YOUR GOAL

Tell us what needs to happen. We'll build the campaign.

Most partners arrive with one of four objectives. Here is how we typically answer each — every plan is tailored, and every plan is guaranteed.

01 Be known

Brand awareness with the program offices and ministries that matter to you.

Display banners across all five sites · **Newsletter sponsorship** · **Social media campaigns** · **Recommended content** units

02 Be trusted

Thought leadership that positions your executives as the voices to listen to.

Partner op-eds · **Executive interviews** · **Article placements** · **Product reviews** · **Podcast sponsorship**

03 Be chosen

Demand generation that fills the pipeline ahead of a competition or expo.

Super-targeted industry advertising · **Custom research reports** · **Press release distribution** · **Expo promotion packages**

04 Be found

Always-on presence in search, in AI assistants and across a budget cycle.

Monthly partnership packages · **AI Discoverability** upgrade · **Annual retainers** with bundle discounts · **Print magazine** placements

STEP 1	STEP 2	STEP 3	STEP 4
30-minute discovery call	Tailored plan within 48 hours	Live within two business days of approval	Performance report at guarantee

SOLUTIONS

Everything we can do for you.

Article placement
Your story, written or edited with our newsroom, published and promoted across the network. Stays live until guaranteed reach is met.

Thought leadership op-eds
Bylined commentary from your executives, published alongside former flag officers and policy leaders.

Executive interviews
Long-form Q&A with your leadership, conducted by our editors, published within five days and distributed across web, email and social.

Display banners
Leaderboard, in-article, sidebar and mobile units across five sites. Non-disruptive by design, geo- and topic-targetable.

Newsletter advertising
Sponsored placement or exclusive takeover of the briefing defense professionals open each week — 1M+ deliveries a year.

Social media campaigns
Sponsored posts across our LinkedIn, X and Facebook channels — 20M+ annual reach among people who chose to follow defense news.

Press release distribution
Contract wins, launches and partnerships published in full, indexed, and amplified — not buried in a wire feed.

Product reviews
Independent, editor-led evaluation of your system or platform — the most-shared format we publish.

Recommended content
Native "read next" units that place your content beneath the articles your buyers are already reading.

Super-targeted industry advertising
In-article mentions, native ads, banners and recommendations wrapped around the coverage of your exact sector — drones, AI, space, cyber.

Custom research reports
Co-branded market reports and whitepapers researched by our team, gated for lead capture or open for reach.

Print magazine
Full-page and spread placements in our print edition, distributed at major expos and to 200K+ readers.

AI Discoverability
Content engineered to be cited by ChatGPT, Claude and Perplexity, with a monthly AI-visibility report.

Podcast sponsorship
Host-read spots and episode sponsorship for audiences who listen on the commute to the Pentagon.

PR & communications
Messaging, press-release drafting and media strategy from a team that knows how defense news gets made.

Something else?
Roundtables, webinars, dinners, award programs — if it puts you in front of the right people, ask.

EXPOS & EVENTS

Own the show before, during and after.

Our reporters are on the floor at the year's major exhibitions. Put your booth, your launch and your executives inside that coverage with a special expo promotion package.



EUROSATORY, PARIS · US ARMY PHOTO

Special expo promotion packages

Pre-show "what to see" features, booth-number banners, newsletter and social pushes timed to the show, and post-show recap coverage of your announcements.

Executive interviews

A sit-down with our editor at your stand or by call, published within five days and promoted across the network.

Print edition distribution

Full-page placements in the show-timed print edition handed out on the floor and mailed to readers who couldn't attend.

WHERE YOU'LL FIND US IN 2026–27

AUSA
Washington, D.C. · October

IDEX / NAVDEX
Abu Dhabi · February

SOF Week
Tampa · May

Eurosatory
Paris · June

Farnborough
UK · July

DSEI
London · September

Dubai Airshow
Dubai · November

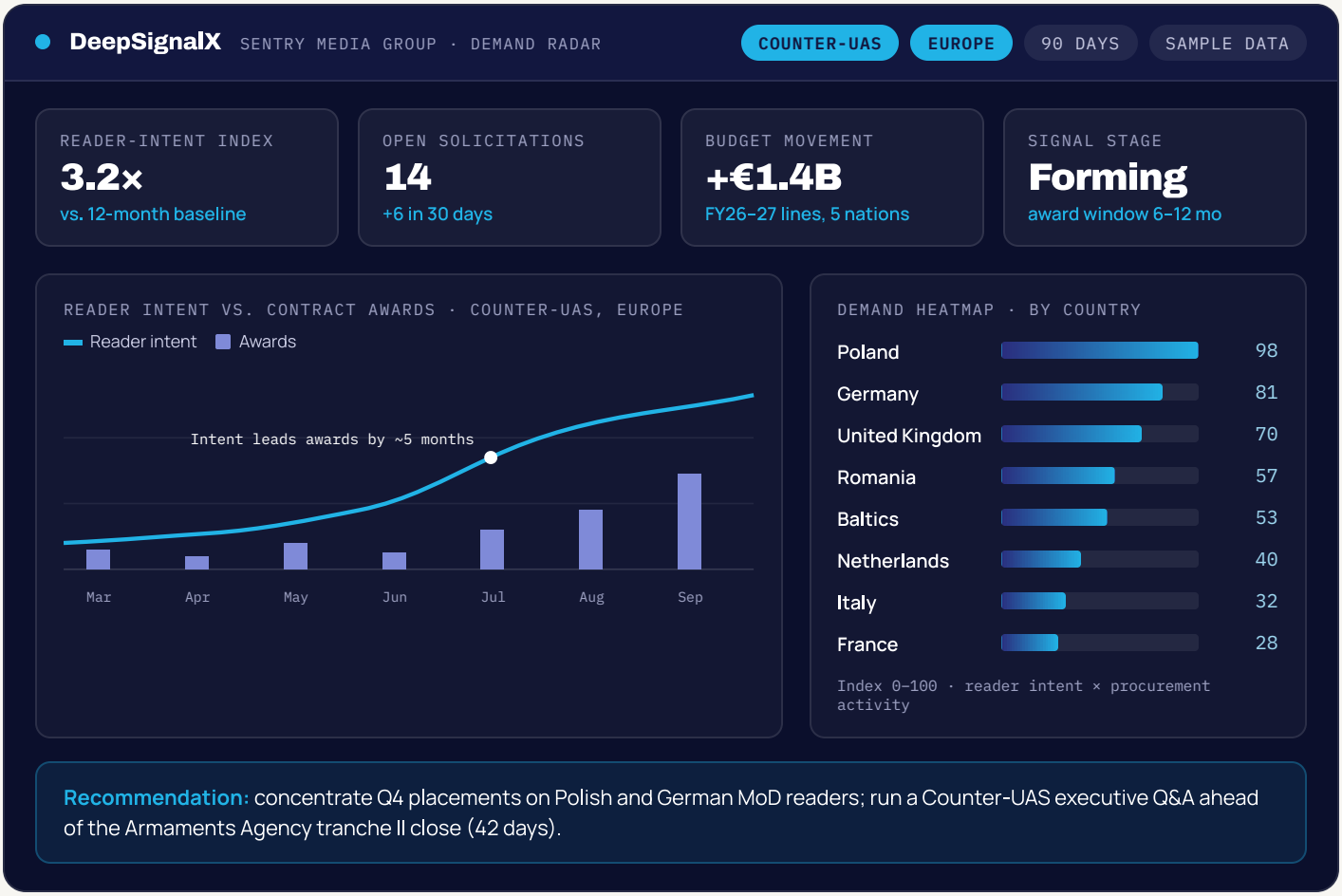
Your event
We travel for partners

ADVERTISING@THEDEFENSEPOST.COM

MARKET INTELLIGENCE · DEEPSIGNALX

See demand forming before it becomes a contract.

DeepSignalX, built by Sentry Media Group, combines public procurement signals — USAspending, SAM.gov, budget lines — with proprietary reader-intent data from our five publications. The result: a live picture of where the market is heading, so your campaign lands before the competition even notices.



Public signals

Solicitations, awards, budget justification lines and program milestones from USAspending, SAM.gov and allied portals — normalized and tagged by capability.

Proprietary reader intent

What defense professionals across our five publications are reading, returning to and sharing — by topic, region and organization type. Nobody else has this data.

Organization-level only

Signals are aggregated at the organization and sector level. We never track or expose individual readers.

DEEPSIGNALX · IN PRACTICE

Your campaign, aimed by data.

We use DeepSignalX to decide where, when and to whom your content should run. Partners can also take a seat on the platform and watch the market themselves.

DeepSignalX COUNTER-UAS · EUROPE · WORKSPACE

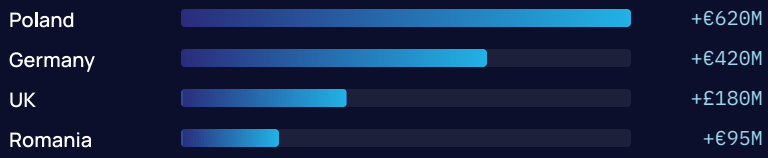
SOLICITATIONS | BUDGET LINES | COMPETITORS | ALERTS

SAMPLE DATA

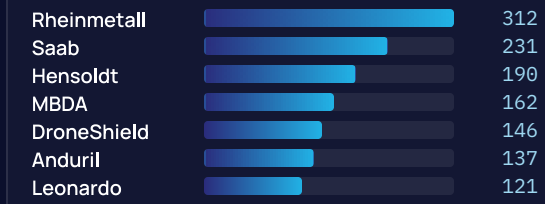
OPEN SOLICITATIONS · 14 MATCHING

BUYER	COUNTRY	REQUIREMENT	EST. VALUE	CLOSES
Polish Armaments Agency	Poland	Mobile C-UAS, tranche II	€480M	42 d
Bundeswehr / BAAINBw	Germany	Base protection C-UAS	€310M	67 d
UK MoD / DE&S	UK	Layered C-UAS, Project	£190M	88 d
Romanian MoD	Romania	C-UAS for air bases	€120M	104 d
Dutch MoD / COMMIT	Netherlands	Counter-drone sensors	€65M	131 d

BUDGET LINE MOVEMENTS · FY26–27



COMPETITOR MENTION TRACKER · 90 DAYS



ALERT FEED

- Reader intent for "counter-UAS" from Polish MoD domains up 210% week-on-week
  2 h ago · Intent spike
- New SAM.gov notice: US Army JCO C-sUAS demonstration, industry day announced
  Yesterday · Solicitation
- Bundestag committee approves €420M C-UAS budget line
  3 d ago · Budget

FOR YOUR CAMPAIGN

We time and geo-target your placements to the countries and buyers where intent is rising — included in every partnership at no extra cost.

FOR YOUR TEAM

Take a seat on the platform: custom topic and region watchlists, weekly signal digest, and alerts to your BD and capture teams.

EARLY ACCESS

Now onboarding a small group of design partners.

Pricing on request · included in Enterprise AI package.

PLANNING · EXPO TRACKER

Plan the show around real demand, not a guess.

Our Expo Tracker follows the major defense exhibitions worldwide. Pick a topic and see which companies in that sector are exhibiting, where and when — alongside the reader interest building around each event across our network.



Which shows matter for you

Filter the calendar by your capability and see where your sector — and your competitors — will actually be.

When to spend

Reader-interest curves show the weeks before each show when your buyers are researching — the moment a pre-show campaign pays.

Who to meet

Exhibitor lists by topic, hall and country feed directly into a meeting planner for your BD team.

EXPO TRACKER · IN PRACTICE

AUSA 2026, filtered to your world.

One topic, one show: every relevant exhibitor, how much attention each is drawing on our network, and a meeting planner your BD team can work from.

Expo Tracker AUSA 2026 · WASHINGTON, D.C. · 12–14 OCT

COUNTER-UAS | 31 EXHIBITORS | SAMPLE DATA

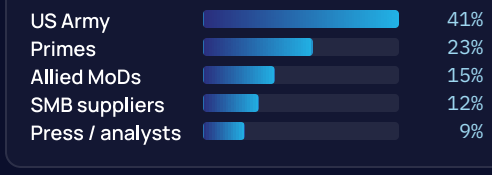
EXHIBITOR	COUNTRY	HALL	C-UAS FOCUS	INTEREST	PLANNER
Anduril	US	D	Anvil interceptor, Lattice C2	↑ 3.1×	Meeting set
Rheinmetall	Germany	A	Skynex, 30mm AHEAD	↑ 2.4×	Meeting set
RTX	US	D	Coyote, KuRFS radar	↑ 2.2×	Requested
Leonardo DRS	US	B	M-LIDS mobile C-UAS	↑ 1.9×	Requested
Epirus	US	C	Leonidas HPM	↑ 1.8×	Requested
DroneShield	Australia	C	RF detection, DroneSentry	↑ 1.6×	–
Dedrone by Axon	US	B	Airspace security, sensors	↑ 1.5×	–
Northrop Grumman	US	D	FAAD C2, XM1211	↑ 1.4×	–
Hensoldt	Germany	A	Xpeller, Spexer radar	↑ 1.3×	–
SRC Inc.	US	B	Silent Archer, AESA radar	↑ 1.2×	–
Saab	Sweden	A	Giraffe 1X, Loke	↑ 1.1×	–

Showing 11 of 31 · sorted by reader interest · hall data illustrative

MEETING PLANNER · DAY 1

- 09:30 · Anduril · Hall D — Lattice integration
  Confirmed · BD lead
- 11:00 · Rheinmetall · Hall A — Skynex export
  Confirmed · CEO + BD
- 14:00 · RTX · Hall D — Coyote teaming
  Awaiting reply · BD lead
- 16:00 · Leonardo DRS · Hall B — M-LIDS
  Awaiting reply · Capture

WHO IS READING ABOUT AUSA · BY ORGANIZATION TYPE



BUILT INTO EXPO PACKAGES

Every special expo promotion package is planned on the tracker — we schedule your pre-show features for the weeks the interest curve says your buyers are reading.

FOR YOUR BD TEAM

Direct access: topic watchlists, exhibitor exports, meeting planner and a show-by-show interest digest through the season.

EARLY ACCESS

Open to current partners first.

Pricing on request · included in Enterprise AI package.

OUR COMMITMENTS

Eight reasons partners renew.

1 Guaranteed reach

Sponsored content stays live until the reach we promised is delivered. You pay for a number we promised to hit.

2 Five brands, one contract

Reach generalist and specialist audiences — drones, AI, space, next-gen tech — without managing five relationships.

3 Truly global

Two-thirds of our readers are outside the US. If your growth is export, FMS or allied procurement, we are where they read.

4 Speed

Plans in 48 hours, content live within two business days of approval. Contract announcements land while they're news.

5 Editorial credibility

Independent newsroom, published editorial guidelines, and a contributor bench of former generals and admirals.

6 Read by AI, too

Around a million AI assistant requests a month. What we publish about you becomes part of what ChatGPT and Claude say about you.

7 Pricing for every stage

A $950 starting point for first-time advertisers and companies under $50M revenue. Bundle and annual discounts for everyone.

8 A person, not a portal

One account manager who knows your programs, your competitors and your calendar — and a plain-English report at the end of every campaign.

The guarantee, in writing

"Sentry Media Group guarantees reach and will keep sponsored content live until the guaranteed reach is met." It's in every contract we sign.

TRACK RECORD

In good company.

SOME OF THE PARTNERS WHO HAVE ADVERTISED WITH US

General Atomics Aeronautical · Galvion · Resecurity · aselsan

The Media Trust · Novineer (Novel Engineering Design) · UMS (Ultimate Maritime Solutions) · Pavo Group

...and many more. Primes, integrators, drone and counter-UAS makers, AI and cyber vendors, agencies and expo organizers across four continents.

OUR REPORTING HAS BEEN PICKED UP BY

The New York Times · The Washington Post · The Wall Street Journal · The Economist

Daily

new coverage every day of the year, across five newsrooms and every time zone

20M+

annual LinkedIn impressions — the network where defense buyers work

50K+

articles in a searchable archive that keeps your placement discoverable for years

GETTING STARTED · SMB & FIRST-TIME PARTNERS

Your first campaign, for $950.

We built this rate so that a startup or mid-size supplier can prove the channel before committing a budget. Same newsroom, same audience, same guarantee.

START HERE

STRATEGY & PUBLISH

$950 one time

One published piece on The Defense Post — 500,000 guaranteed impressions, distributed on social and email blasted to our entire database.

- ✓ 30-minute strategy call: what to say, to whom, and when
- ✓ Your choice of format: article, press release, op-ed, executive interview or product feature
- ✓ Editing or drafting by our newsroom at no extra charge
- ✓ Promotion in our newsletter and social channels
- ✓ AI-discoverable formatting and a permanent URL
- ✓ Live within two business days · performance report at guarantee

Eligibility: first-time advertisers, and companies with annual revenue under $50 million.

ADD ON, À LA CARTE · SMB RATE

Banner campaign · 500K impressions	**$950**
Newsletter placement · 650K reach	**$950**
Social campaign · 1.2M reach	**$950**
Expo promotion package	**$950**
Super-targeted industry advertising	**$1,750**
AI Discoverability Basic · 12 months	**from $1,950**

Bundle three, save 15%

Combine Strategy & Publish with any two add-ons — for example an article, a banner run and a newsletter placement — for $2,420 instead of $2,850.

Ready for always-on?

When the first campaign has done its job, monthly partnership packages on the next page keep you in front of the same readers every week.

MONTHLY PARTNERSHIP PACKAGES

Always-on presence, one predictable invoice.

Each package runs monthly across the network and combines the formats partners use most. Guaranteed reach applies.

MOST CHOSEN

STRATEGIC

$2,950

per month · 5.2M guaranteed impressions

- ✓ Article placements
- ✓ Banner display
- ✓ Newsletter advertising
- ✓ Social media advertising
- ✓ Thought leadership / partner op-eds

Best for: a single product line or a regional push.

OUTREACH

$4,900

per month · 7M guaranteed impressions

- ✓ Everything in Strategic
- ✓ Higher frequency and priority placement
- ✓ One executive interview per quarter
- ✓ AI Discoverability Basic included

Best for: sustained visibility through a competition or budget cycle.

DOMINANCE

$8,500

per month · 10M guaranteed impressions

- ✓ Everything in Outreach
- ✓ Additional advertising on NextGen Defense, Military AI, The Drone Front and Fourth Domain
- ✓ Category exclusivity on request
- ✓ Quarterly strategy review

Best for: primes and category leaders who want to own the conversation.

Annual retainer

Commit to 12 months and receive two months complimentary, plus priority calendar access around major expos.

AI Discoverability packages

Want to be the source AI assistants cite? Two dedicated programs follow on the next page — Basic from $1,950 and Enterprise from $34,000.

AI DISCOVERABILITY PACKAGES

Become the answer AI gives about your category.

Around a million AI assistant requests hit our publications every month. These programs make sure what those assistants read about your company is accurate, current and yours.

BASIC · SMB & FIRST-TIME PARTNERS

from **$1,950**

12-month program · one flagship placement

- ✓ One article or executive Q&A written to answer the prompts your buyers actually ask
- ✓ Structured data, summary block and FAQ formatting so assistants can quote and attribute you
- ✓ Permanent URL, cross-linked from all five publications
- ✓ Quarterly content refresh so ChatGPT, Claude, Perplexity and Apple stay current
- ✓ Monthly AI-visibility report: which assistants fetched your content and how often
- ✓ 500,000 guaranteed impressions on the placement

Best for: proving the channel with one capability or product line.

FULL-SCALE PROGRAM

ENTERPRISE

from **$34,000**

12-month program · your whole company, every placement

- ✓ Everything in Basic, applied to all your placements across the network
- ✓ Executive Q&A series — four interviews a year, each built around real buyer prompts
- ✓ First access to our machine-readable sponsor placement pilot — your message presented to AI agents reading our pages
- ✓ Expo Tracker access for your BD team through the season
- ✓ Category exclusivity for the program term
- ✓ Dedicated brand knowledge hub: a permanent, structured entity page on your company, products and programs
- ✓ Competitive AI share-of-voice benchmark: how often assistants cite you vs. named competitors, quarterly
- ✓ DeepSignalX seat: demand signals for your topics and regions
- ✓ Dedicated strategist and quarterly review
- ✓ Monthly AI-visibility report with sample prompts where your brand appears

Best for: primes, category leaders and scale-ups who want to own how AI describes their market.

Why now

AI assistants are becoming the first stop for market research, and they are building their picture of your category today. The sources they learn to trust early are the ones they keep citing.

À LA CARTE RATE CARD

Build your own.

Strategic Visibility tier shown. Mission-Ready (2×) and Dominance (4×) reach tiers are available for every line — ask for the full schedule.

#	SOLUTION	GUARANTEED REACH	REGULAR	SMB / FIRST-TIME
01	**Article placement**	500K impressions	$9,850	**$950**
02	**Press release**	500K impressions	$7,200	**$950**
03	**Banners**	500K impressions	$8,000	**$950**
04	**Newsletter advertising**	650K reach	$3,500	**$950**
05	**Social media advertising**	1.2M reach	$3,500	**$950**
06	**Executive interviews**	500K impressions	$11,200	**$950**
07	**Expo promotion package**	500K impressions	$7,250	**$950**
08	**Custom reports**	500K impressions	$35,000	**$10,000**
09	**Print magazine ads**	200K reach	$12,500	**$10,500**
10	**Recommended content**	250K impressions	$6,500	**$950**
11	**Product reviews**	500K impressions	$9,500	**$950**
12	**Super-targeted industry advertising***	200K impressions	$16,000	**$1,750**
13	**AI Discoverability package†**	12-month program	from $34,000	**from $1,950**

* Super-targeted industry advertising wraps your brand around coverage of your sector: in-article mentions, native ads, banners and recommended content.

† AI Discoverability: Basic (from $1,950, SMB and first-time partners) and Enterprise (from $34,000) programs are detailed on the AI Discoverability packages page.

SMB rates apply to first-time advertisers and companies with annual revenue under $50 million.

All prices in USD. Reach guaranteed; content remains live until the guaranteed reach is met.

SPECIFICATIONS

What we need from you.

Display banners

Leaderboard	728 × 90
Billboard	970 × 250
Medium rectangle (in-article, sidebar)	300 × 250
Half page	300 × 600
Mobile banner	320 × 50 · 320 × 100

JPG, PNG, GIF or HTML5 · under 150 KB · animation up to 15 s · click-through URL supplied separately. Third-party tags accepted.

Sponsored content

Article / press release	500–1,200 words
Op-ed	800–1,000 words
Executive interview	45-min call + headshot
Hero image	1920 × 1080 min
Newsletter creative	600 × 200 + 40 words

Don't have copy? Our editors will draft from a briefing call or your press materials at no extra charge. Sponsored content is clearly labelled per our editorial guidelines.

LEAD TIMES

2 days
banners & approved articles

5 days
newsletter, social & interviews

2 weeks
expo promotion packages

4–6 weeks
custom reports & print

NEXT STEP

Let's put your name in front of the people who matter.

Send us a line about what you're launching, competing for, or trying to change. You'll have a tailored plan and a call on the calendar within 48 hours.

PARTNERSHIPS & ADVERTISING

advertising@thedefensepost.com

Tell us your objective, timing and budget range — or just say hello. We reply within one business day.



TheDefensePost · NextGenDefense · The DroneFront · Military AI · FourthDomain