

2020 DEFENSE & SECURITY CATALOG

RATES, DEADLINES & SPECS



**PNDC MEMBERS
RECEIVE MORE THAN**

25% OFF

ALL ADVERTISING!

DEADLINES:

SPACE RESERVATION:DECEMBER 17TH, 2019

MATERIALS DUE: JANUARY 6TH, 2020

PUBLICATION DATE:JANUARY 20TH, 2020

RATES:

ALL COMPANY ADVERTISEMENTS INCLUDE:

- » **COMPANY LISTING** (350 character description included)
- » **COMPANY LOGO NEXT TO LISTING**
- » **FULL PAGE, FULL COLOR AD!**

BACK COVER PLACEMENT:

FULL COLOR AD ON THE BACK OUTSIDE COVER

PNDC MEMBERS: \$1,500 | NON-MEMBER: \$2,500

PREMIER PLACEMENT:

PREMIER AD PLACEMENT CHOICES: INSIDE FRONT COVER,
INSIDE BACK COVER, CENTERFOLD LEFT, OR CENTERFOLD RIGHT.

FIRST COME, FIRST SERVED!

PNDC MEMBERS: \$900 | NON-MEMBER: \$1,500

REGULAR PLACEMENT:

PNDC MEMBER: \$600 | NON-MEMBER: \$900

SPECIAL OFFER:

HAVE YOUR LOGO FEATURED IN THE CATALOG! NO AD SPACE.

PNDC MEMBER: \$100

AD SPECIFICATIONS:

4" wide x 8" high | No bleeds | .PDF or .JPEG format | 300dpi
There will be white margins around the ads and please note
the ad is tall, not wide.

DISTRIBUTION:

Catalogs will be distributed at over 60 PNDC events as well as several regional and national trade shows in 2020 including:

- » **Aerospace Defense Luncheon**
- » **Alliance Northwest**
- » **AUVSI Xponential Conference**
- » **AUSA Annual Meeting and Exposition** (Washington D.C.)
- » **Homeland Security Symposium**
- » **PNDC Annual Dinner**
- » **Maritime Defense Briefing**
- » **& More!**

Book at least \$3,500 in 2020 sponsorship and receive a free full page, regular placement color ad. Contact Kate Kanapeaux (kate@pndc.us) for more info!

ONLINE VIEWING:

The printed version of the catalog will be available on PNDC's website. A click on your ad will send viewers directly to your website!

RESERVE YOUR AD TODAY!

CONTACT BAILEY SIMPSON AT BAILEY@PNDC.US