



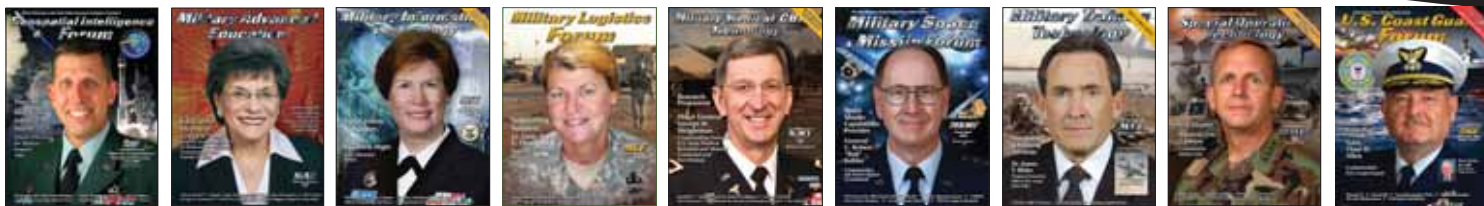
Online Media Kit

EFFECTIVE 01/2010

- GEOSPATIAL INTELLIGENCE FORUM ■ MILITARY ADVANCED EDUCATION ■ MILITARY INFORMATION TECHNOLOGY ■ MILITARY LOGISTICS FORUM ■
- MILITARY MEDICAL/CBRN TECHNOLOGY ■ MILITARY SPACE & MISSILE FORUM ■ MILITARY TRAINING TECHNOLOGY ■
- SPECIAL OPERATIONS TECHNOLOGY ■ TACTICAL ISR TECHNOLOGY ■ U.S. COAST GUARD FORUM ■

WWW.KMIMEDIAGROUP.COM

KMI Media Group Publications



Mission Statement

KMI Media Group is the leading independent publisher of targeted information about military requirements, technologies and operations. Serving as a unique forum for senior military and Department of Defense leadership, KMI focuses on distinct and essential communities within the defense market. KMI offers by far the largest and most precise distribution for your advertising within critical market segments. With a sharp editorial focus coupled with pinpoint accuracy and depth of circulation, KMI offers the most powerful and cost-effective way to reach the audience that procures and deploys your systems, services and equipment.

Editorial Focus

KMI publications are the only magazines dedicated exclusively to all facets of their specific target audiences and subjects. Articles are written in an informative, colorful and lively style for members of the U.S. Congress, top Defense and Pentagon leaders, military program managers, U.S. defense laboratories, industry executives, embassy military attaches' and an appropriate non-U.S. military audience. The editorial material is perfectly matched with our well-defined, individual decision-making VIP audience.

We have been known for the past several years for producing top communication vehicles that focus on the direction and doctrine of transformation within the armed forces as it relates to the individual subject matter. No other magazines bring these select readers the ideas and visions of the top Pentagon and government leadership like *Geospatial Intelligence Forum*, *Military Advanced Education*, *Military Information Technology*, *Military Logistics Forum*, *Military Medical/CBRN Technology*, *Military Space & Missile Forum*, *Military Training Technology*, *Special Operations Technology*, and our most recent publication *U.S. Coast Guard Forum*. Leaders trust our publications, knowing we supply the best communication tools they have to deliver their messages, as shown by our past and projected interviewees. Our number one priority is total commitment to our decision-making readership and our advertisers.

GEOSPATIAL INTELLIGENCE FORUM

www.gif-kmi.com

The official magazine of the U.S. Geospatial Intelligence Foundation, *GIF* focuses on geospatial information systems and databases, image collection, terrain generation, intelligence distribution, remote sensors and platforms, and homeland security. *GIF* is the only magazine specifically dedicated to covering every aspect of military geospatial intelligence!

MILITARY ADVANCED EDUCATION

www.mae-kmi.com

Geared toward individuals who hope to take advantage of military education benefits for a future in industry, as well as those who aspire to flag officer status. Covering issues and trends in higher education, innovative programs, distance learning and schools of special interest to the military, *MAE* responds to the need for information about desired and available education opportunities.

MILITARY INFORMATION TECHNOLOGY

www.mit-kmi.com

Features information security and intelligence, enterprise technology, networking, telecommunications, systems integration, data warehousing, tactical communications including rugged computers, UAVs, videoconferencing, outsourcing and more. *MIT* has been the sole military publication for the Annual DISA Buyer's Guide since 2002.

MILITARY LOGISTICS FORUM

www.mlf-kmi.com

MLF is the publication of record for the military logistics community. We detail every aspect of the supply chain from contracting and acquisition, development, life cycle management, reset and recap, asset management, and process improvement from factory to fort and beyond. Congress, senior Pentagon leadership, the service's logistics communities and the logistician in theater all turn to *MLF*.

MILITARY MEDICAL/CBRN TECHNOLOGY

www.mmt-kmi.com

Coverage includes telemedicine, systems integration, surgical simulation, development of medical devices, military applications in pharmaceuticals, smart card technology, battlefield response and casualty simulation, battlefield evacuation systems, digital imaging and displays. CBRN programs and technologies are also heavily featured. *MMT* has the audience you need!

MILITARY SPACE & MISSILE FORUM

www.msmf-kmi.com

MSMF is the stand-out publication dedicated to the military space and missile communities. *MSMF* covers the MDA, strategic space launch vehicles, space-based radars, theater missiles, and the host of support systems. *MSMF* is the only publication that delivers the senior leaders, program developers, and warfighters that manage, maintain and defend the space frontier.

MILITARY TRAINING TECHNOLOGY

www.mt2-kmi.com

Focuses on simulation training systems, modeling and simulation, interactive distance learning, wireless nets, training platforms, courseware, outsourcing, training pyrotechnics, training ranges and much more. *MT2* is a recognized leader in covering every aspect of training and simulation with staff who know the field.

SPECIAL OPERATIONS TECHNOLOGY

www.sotech-kmi.com

The only magazine dedicated to the world of special operations. This is a subject area that few can cover. No one else has the access to decision makers that *SOTECH* has. Covering all aspects of operations, equipment, leadership, technology, and innovation, *SOTECH* is your information advantage.

U. S. COAST GUARD FORUM

www.cgf-kmi.com

Dedicated solely to the men and women of the U.S. Coast Guard, *USCGF* is focused on the people and technologies that allows the Guard to perform the spectrum of tasks it is assigned from port security and homeland defense, humanitarian and rescue relief, military support and protection missions, immigration and drug enforcement, to safe navigation of our waterways.



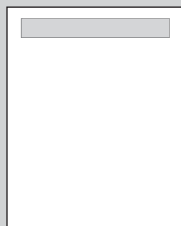
Online Advertising Rates

EFFECTIVE 07/2009

AD TYPE	CPM (NET)	AD LOCATION	MATERIAL SPECIFICATIONS
Big Box	\$75	Run of Site (ROS)	300 x 300 pixels • 20kb max file size for GIF/JPG 30kb for Flash, animated GIF/JPG or other file
Footer	\$20	Run of Site (ROS)	728 x 90 pixels • 20kb max file size for GIF/JPG 30kb for Flash, animated GIF/JPG or other file
Header	\$55	Run of Site (ROS)	728 x 90 pixels • 20kb max file size for GIF/JPG 30kb for Flash, animated GIF/JPG or other file
Skyscraper	\$60	Run of Site (ROS)	160 x 600 pixels • 20kb max file size for GIF/JPG 30kb for Flash, animated GIF/JPG or other file
AD LOCATION	RATE (NET)	AD TYPE	MATERIAL SPECIFICATIONS
Ennouncement	\$750 per issue	Big Box <i>*Exclusive to one sponsor per issue*</i>	300 x 300 pixels • 20kb max file size for GIF/JPG

Online ad rates are net rates based on cost per thousand (CPM). Agency discounts do not apply. There is a 10% premium on expandable ads.

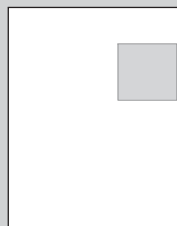
Online CREATIVE SIZES



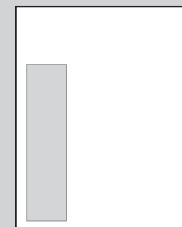
HEADER
728 x 90 pixels



FOOTER
728 x 90 pixels



BIG BOX
300 x 300 pixels



SKYSCRAPER
160 x 600 pixels

KMI MEDIA GROUP PUBLICATION WEBSITES

Geospatial Intelligence Forum magazine:
www.gif-kmi.com

Military Advanced Education magazine:
www.mae-kmi.com

Military Information Technology magazine:
www.mit-kmi.com

Military Logistics Forum magazine:
www.mlf-kmi.com

Military Medical/CBRN Technology magazine:
www.mmt-kmi.com

Military Space & Missile Forum magazine:
www.msmf-kmi.com

Military Training Technology magazine:
www.mt2-kmi.com

Special Operations Technology magazine:
www.sotech-kmi.com

Tactical ISR Technology
www.tisr-kmi.com

U.S. Coast Guard Forum magazine:
www.cgf-kmi.com

Online Advertising Specs



Online ADVERTISING

FORMAT

STATIC OR FLASH ADS:

- **Maximum File Size** for Header or Footer (728x90 px.), Big Box (300x300 px.), and Skyscraper (160x600 px.) ads:
 - 20kb for GIF, JPG or PNG
 - 30kb for Flash/Shockwave (SWF)
- **Click tags:** The code below must be programmed into each flash banner within the ad creative in order to accurately track clickthroughs;

```
on (release) {  
  if (clickTAG.substr(0.5) == "http:") {  
    getURL(clickTAG,clickTARGET):  
  }  
}
```

- **Flash version:** 7 or below recommended
- **Resolution:** 72dpi
- **Maximum Animation Loops:** 3
- **Maximum Animation Length:** 15 seconds
- **Back-up Ad creative:** All advertisers must submit a back-up GIF ad for posting for those website visitors who do not have a Flash plug-in or in the event there is a problem with the Flash ad file.
- **3rd Party Ad Servers:** DART, Doubleclick, etc. Advertisers who use 3rd party ad servers for hosting must provide KMI Media Group access/password for the purpose of comparing traffic statistics; KMI Media Group will reciprocate by doing the same.
- **Rich Media Formats:** Traditional image, HTML and Javascript; integrated Flash/Shockwave; and all other media formats supported as HTML banner ads.

EXPANDABLE ADS:

- **Maximum File Size** for Header (728x90 px.), Big Box (300x250 px.), or Skyscraper (160x600 px.) ads:
 - 40kb maximum initial file size
 - 80kb maximum subsequent file size
- **Maximum File Size, Expansion Direction:**
 - Header only – 728x180 px.; expansion direction - down
 - Big Box – 600x300; expansion direction – left
 - Skyscraper – 320x600; expansion direction – right
 - All ads must close automatically after 3 seconds with no user interaction or 15 seconds with user interaction
- **Maximum Animation Loops:** 3
- **Maximum Animation Time:** 15 seconds
- **Maximum Rollover Hot Spot Area:** full area of ad
- **Close Button Placement:**
 - Header – placed on the bottom in minimum 16pt font
 - Big Box – placed to the left in minimum 16pt font
 - Skyscraper – placed to the right in minimum 16pt font
- **Random Number Option:** To prevent caching, advertiser must allow random number option to be included in URL.

NAMING

When naming a file, please indicate:

- Advertiser's name (client name, not agency)
- Publication website the ad goes on
- Ad size in px.
ex. KMI_MMT_160x600

CREATIVE GUIDELINES

- Ad creative must contain advertiser's name or a recognizable logo for branding purposes.
- Ad creative must be accompanied by banner link (URL).
- All online ads will be formatted to open in a new browser window upon clicking. All advertiser-submitted Rich Media or 3rd party tags should be formatted to open in a new browser window upon clicking.
- Ad creative must adhere to trademark and copyright laws.

DEADLINE

- For testing purposes, ad creative must be received by KMI Media Group at least:
 - 7 days prior to campaign start date for *static* or *flash* ads
 - 10 days prior to campaign start date for *expandable* ads

DELIVERY

E-Mail

Send online ad creative as an attachment to onlineads@kmimediagroup.com with the following information:

Client Name & Complete Contact Information
Banner Type (Flash, GIF or JPG)
Banner Link (URL)
Publication Website Name/Issue Number
KMI Account Executive Name

Online Advertising Department:
Phone: 301.670.5700/ 888.299.8292

FTP

Go to www.smith-litho.com
Click on "Media File Transfer"
(lower-right side of page, under "Quick Links")
UN: kmi PW: kmi@1234
Go to Online Ads folder and upload your file.

Please notify us by email when you upload!

A notification email should be sent to onlineads@kmimediagroup.com and include publication title, issue and description of online ad submitted via FTP.

Physical Media
CD/DVD