



NATIONAL TRAINING AND SIMULATION ASSOCIATION  
THE VOICE OF THE TRAINING & SIMULATION COMMUNITY



## INTERSERVICE/INDUSTRY TRAINING, SIMULATION & EDUCATION CONFERENCE

**ASSURING DETERRENCE THROUGH INTEGRATED  
TRAINING & READINESS – THE NEED IS NOW!**



# 2024 ADVERTISING OPPORTUNITIES

DEC 2 – 6, 2024 ► ORLANDO, FL ► [IITSEC.ORG](http://IITSEC.ORG)







# I/ITSEC 2024 Advertising Pricing

The official publications of I/ITSEC are widely distributed to the decision-makers in industry, government, and the armed forces attending I/ITSEC. Your organization's advertisement in these publications is an excellent way to take advantage of this distribution and invite your customers and potential partners to your organization's exhibit, product demonstration, and website.

## National Defense Magazine

- Available to all attendees, exhibitors, and visitors
- Included in the attendees' conference bags
- Available at registration and other locations throughout the convention center
- Will receive exposure beyond the walls of the convention center to our over 54,000 monthly subscribers.

## The I/ITSEC Show Daily

- A daily roundup of the top news from each day of I/ITSEC, making it a "must read" during the conference
- Distributed daily at the conference center, to rooms of choice hotels, and uploaded to the I/ITSEC website

**A limited number of digital banners are available on the I/ITSEC website to market your organization – before, during, and after I/ITSEC 2024.**



# Premium Bundle Rates

## GOLD BUNDLE

\$11,000

Full-Page Bundle -A total of five full-page ads

- Save over \$6,000
- Full-page ad in the November 2024 of *National Defense Magazine*
- Full-page ad in all issues of the I/ITSEC Show Daily

## SILVER BUNDLE

\$8,500

Half-Page Bundle - A total of five half-page ads

- Save over \$5,000
- Half-page ad in the November 2024 of *National Defense Magazine*
- Half-page ad in all issues of the I/ITSEC Show Daily

# I/ITSEC Show Daily Advertising Pricing

## PACKAGE 1

**SOLD**

Back Cover ad in all four issues

## PACKAGE 2

**SOLD**

Inside Front Cover and Inside Back Cover ads in all four issues

## PACKAGE 3

\$8,000

Full-page ad in all four issues

## PACKAGE 4

\$7,000

Half-page ad in all four issues

## PACKAGE 5

\$6,000

Quarter-page Vertical Ad in all four issues

## FULL-PAGE

\$4,000

Full-page ad in one issue

## HALF-PAGE

\$3,000

Half-page ad in one issue

## QUARTER-PAGE

\$2,500

Quarter-page ad in one issue



**Tentative Space Deadline:** October 31, 2024

**Tentative Electronic Materials Deadline:**

November 4, 2024

Pricing is net payable in U.S. dollars. All prices are for four-color advertisements.

# National Defense Magazine Advertising Pricing



## COVERS

Back (Cover 4)	<b>SOLD</b>
Inside Front (Cover 2)	<b>SOLD</b>
Inside Back (Cover 3)	<b>SOLD</b>

## FOUR-COLOR

Spread	<b>\$15,000</b>
Full-page	<b>\$9,500</b>
Half-page	<b>\$6,750</b>

## TWO-COLOR

Spread	<b>\$14,000</b>
Full-page	<b>\$8,500</b>
Half-page	<b>\$5,750</b>

**Space Deadline:** October 6, 2024 | **Materials Deadline:** October 9, 2024

Pricing is in U.S. dollars and includes an ad in the November 2024 issue of *National Defense Magazine*.

## I/ITSEC SPOTLIGHT

The I/ITSEC Spotlight is a daily email that reaches all attendees with news from the conference highlights, editorial content, a daily wrap-up, and a look-ahead for the next day.

For \$4,000 net, this digital advertising opportunity delivers ads right to attendees' inboxes in daily emails that are opened on average by 38.7% of recipients.

- 1 daily push to all attendees, delegations, and exhibitors
- 970 X 90 Ad
- 300 X 250 Ad



## Contact:

**Kathleen Kenney**  
Director, Sales  
kkenney@NDIA.org  
(703) 247-2576

**Taylor Everts**  
Sales Coordinator  
teverts@NDIA.org  
(703) 247-2568

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