



# Media Kit




**How DoD Gets Money: A Primer on the US Federal Budget Process**

How DoD budgets are put together and approved

Month	January	February	March	April	May	June	July	August	September	October	November	December
President's Budget												
DoD Request												
House Budget												
Senate Budget												
Final Budget												

### DLA Guidance: Something's Gotta Squeeze

Dec 04, 2013 12:18 UTC [edit]



**DLA-TIG's Elbert**

This week DID's Olivier Travers is attending WBR's 2013 Defense Logistics event. Email me if you'd like to meet up or submit logistics themes for us to look into.

Vice Admiral Mark Hamnitck has been heading the Defense Logistics Agency (DLA) for 2 years and presented an update on the agency's challenges and progress during WBR's 2013 Defense Logistics conference. He candidly talked about how DoD at large, and DLA specifically, had benefited from "budget largesse" in recent years, especially with supplemental budgets (i.e. OCO / war spending) and had grown "thicker in the middle" as a result. In plain admission of the government's

Advertisement

**WE'RE MISSION READY FOR YOUR CRITICAL MISSION**

DLA LOGISTICS

GET STARTED



For Information and Specific Proposals  
 Tig Tillinghast  
 +1-802-785-4260  
 tig@watershed-publishing.com

# About Us

*“... easy to read, hard hitting, diverse; covers areas that others never get to ... a real professional and well researched and written publication”*

*“ ... complete articles with time line and sources ... well written without clutter.”*

## Modern online research

Defense Industry Daily is an online trade publication dedicated to defense acquisition, strongly focused on procurement of weapon programs, systems, and their subsystems.

Narrative is fleshed out with relevant pictures, video, charts and tables.

## Why Online?

Our publication has always been an online publication, and this has allowed us to focus on deliberate choices which increase value and save time for our readers - producing a valuable data service not offered by any print magazine.

## Data Driven

Focus is on data from primary sources rather than access journalism, bogus “exclusives” or rumors. Our data is cross-referenced with worldwide media coverage, supported with hyperlinks to original documentation - whether in English or other languages.

# Defense Industry Daily

# 250,000

Monthly Unique Visitors

# 16,000

Daily Newsletter Subscribers

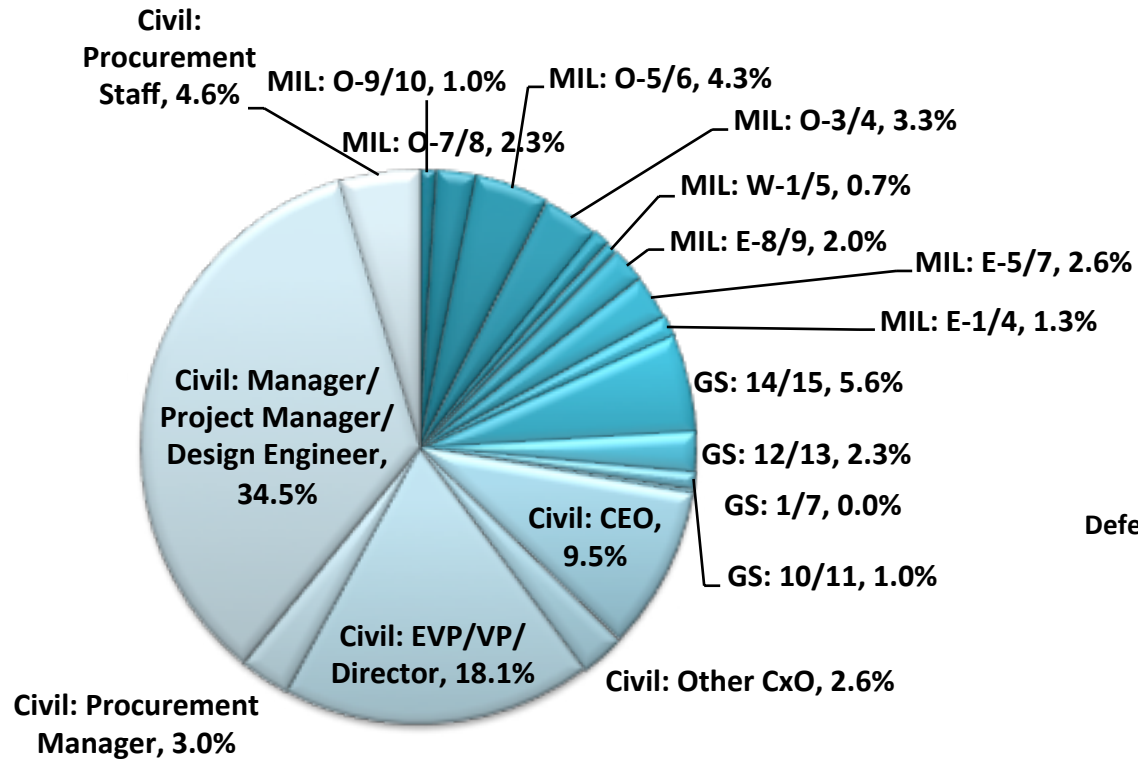
*"It has the most coverage of International markets"*

*"Broad, fulsome international content"*

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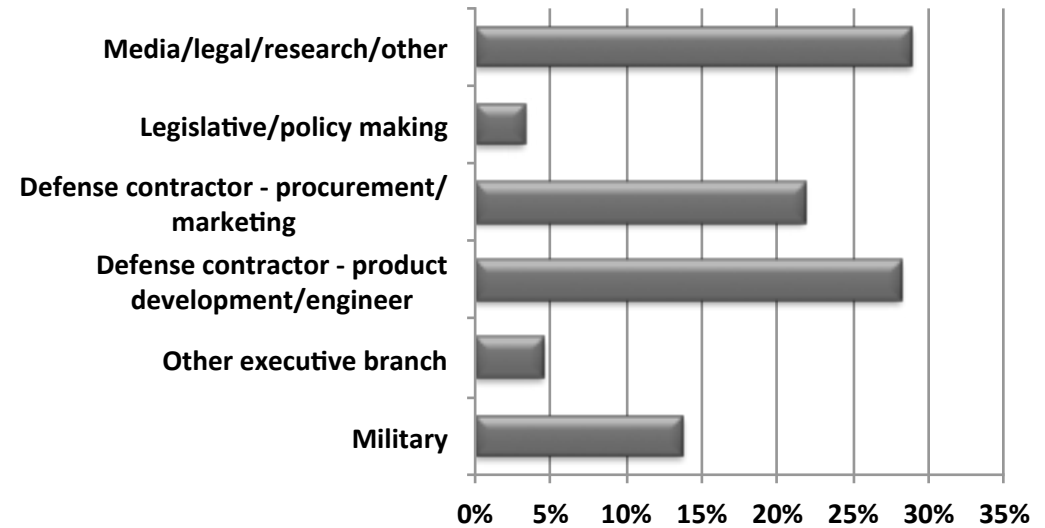
# Audience Composition

## Job Level or Pay Grade



Much of the remaining audience is found in other government organizations, such as Congress, civilian bureaucracies like the GAO, and financial and consulting firms.

## Type of Employment within Defense Industry



Among those who have direct interest in procurement, there is a greater diversity split between senior executives and purchasing, design engineer and project managers in the private sector.

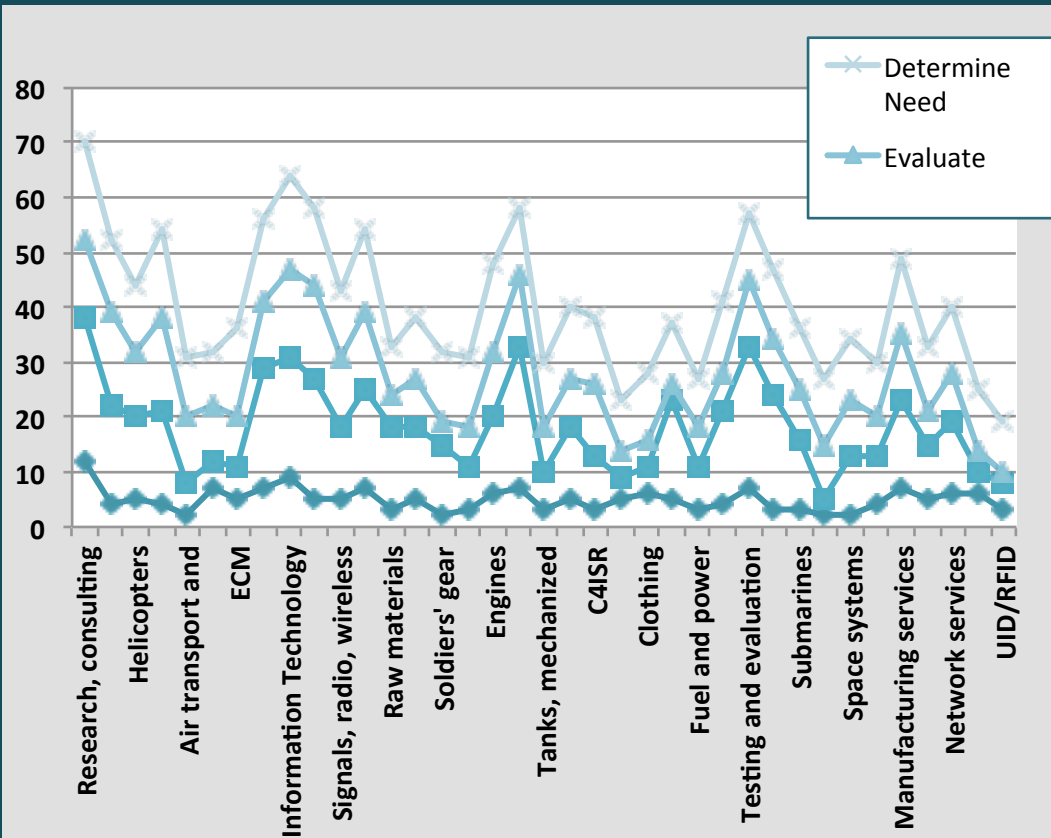
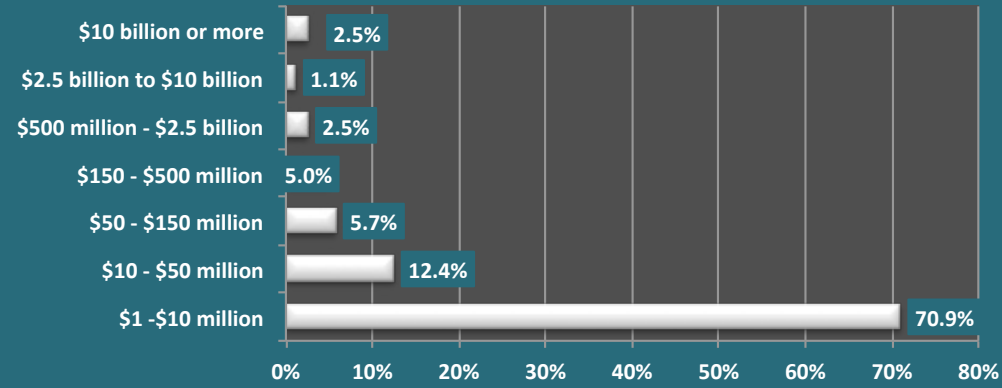
*“Candid and realistic assessment of developments, not clouded by any ‘narratives’.”*

*“DID’s rapid fire is absolutely the best...Cheers and keep up the good work!”*

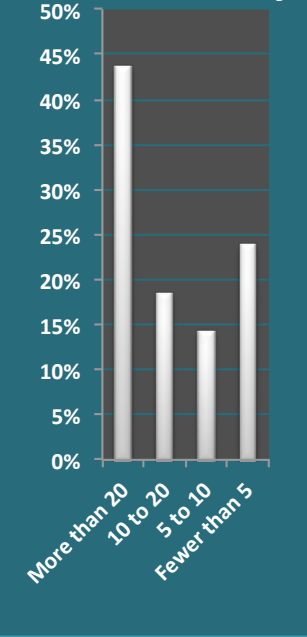
# Purchasing Decisions

Almost two-thirds of our audience have at least recommendation authority over procurement budgets, and over half of our audience has worked for at least 20 years in the Defense Industry.

## Influence over Purchasing Budgets



## Years Employed in Defense Industry



## Level of Control over Procurement Budgets



*"Provides up-to-date news on a daily basis . . . No other publication comes close in that area."*

Data based on web analytics and an online reader survey from November 2014. Reader comments from same reader survey.

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# Content (Site & Newsletters)

With fresh, relevant and continually updated content appearing each weekday, Defense Industry Daily is widely respected along the entire procurement chain. With readers including West Point procurement classes to the Office of the Secretary of Defense, we provide needed and pertinent data.

Our content is divided into major defense categories, allowing for efficient targeting opportunities including content matching, geo-targeting, and custom content sponsorships geared to delivering just the right readers for your campaign.

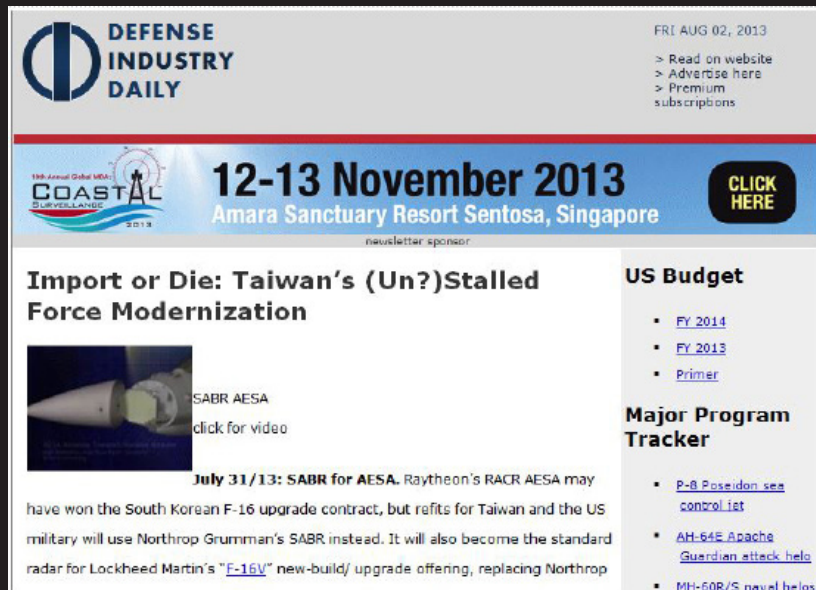
With a full historical archive that is searchable by DoD contract ID number as well as keywords and phrases, the information is dynamic and always available. Additionally, our daily email newsletter complements the web site, providing the same content to email subscribers.

## Site

(showing custom campaign slider)



## Newsletter

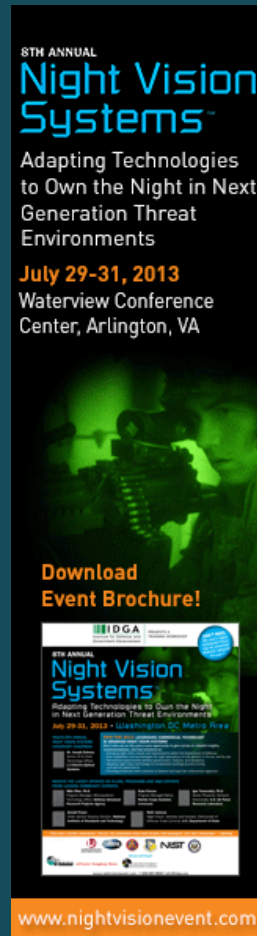


# Advertising Options

## Leaderboard 728x90



## Skyscraper 160x600



## Rectangle 336x280



(Ads not shown to scale)

*“Opinion, wit and unbiased reporting. Its refreshing to read ...”*

*“Provides a nice overview of industry.”*

## Run of Site and Targeted Banner Advertising:

For banner advertising, we offer standard IAB sizes as depicted. Other sizes may also be available for custom content creation, so please ask.

With our base rate at \$35 CPM (cost-per-thousand ad impressions) for both site and newsletter banner campaigns, significant discounts may be given for longer term run of site buys.

Accepted ads follow IAB standards with exceptions upon approval. We are happy to work with most ad types. Rich media, third party served creative, flash ads, and expandable and/or audio/video units are all accepted for site campaigns, while email newsletters require static graphics.

DID monitors its reader experience. Ads with too many flashing parts or other elements that readers may find annoying—determined at the sole discretion of DID’s ad manager—will be rejected.

Please give us a call or drop us an email to discuss your campaign, as we are happy to work with you to suggest specific targeting options to help you achieve your goals.

Text Advertising (“Text Plus Graphic” Ads, available on site and in newsletters):

- Maximum of 50 words, one exclamation point
- Max logo graphic size: 120x60; max file size 4K

Download listing (available on site - appears on every pageview):

- Maximum of 50 words plus headline

Custom Opportunities:

We have worked with numerous clients to design out of the box custom opportunities to help target their desired audience and meet their campaign goals. Some things we have done include event sponsorships, webinars, topical whitepapers and microsites and custom units. What can we create for you?

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