

# SOAR WITH **DefenseNews**

## 2015 **PARIS AIR SHOW** OPPORTUNITIES



### PRINT OPPORTUNITIES

Get full exposure in the **FOUR Paris Air Show issues\***

- May 25 Issue: Paris Air Show Preview
- June 8 Issue: Paris Air Show Day 1
- June 15 Issue: Paris Air Show On-Site Days 2, 3, 4
- June 22 Issue: Paris Air Show Wrap Up



### CUSTOM PRINT OPPORTUNITIES

#### **Belly Band**

- Available for June 15 Paris Air Show issue

#### **Cover Wrap (shown at right)**

- Available for June 15 Paris Air Show issue

#### **Insert**

- Available for June 8 or June 15 issue

#### **Front Cover Sticker**

- Available for the June 15 issue



**Digital opportunities also available. See Reverse.**

*Ad space closing soon for all issues. Ask us about combination rates available for multi-issue purchases.*

**For more information, contact:** Catherine Foley, Director of Sales  
+1 703.750.8164  
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## DIGITAL OPPORTUNITIES

### The Paris Air Show “Digital Show Daily”

- Live coverage on DefenseNews.com
- Up to four sponsorships available



### Gravity Ad

- Immersive video with multiple layers of engagement
- Estimated impressions: 30,000 per day
- Available for Home Page days 1-4



### Hero Flip or Pushdown

- High-impact unit on home page
- Client logo remains in top left
- Air & Space Channel Day 1, 2, 3 available
- Exclusive to one client / day



### Paris Digital Impact Buy

- Positions available before, during and after the Paris Air Show
- Approximately 600,000 impressions
- 300x600 and 300x250 available
- 20% share of voice



### Targeted Email Blast: Daily Wrap-Up

- Targeted highlights from the 51st Paris Air Show
- **Series of four emails** sent to *Defense News'* database of over **80,000 defense decision-makers**



### Paris Air Show Industry Insights – Defense News TV

- 2-minute segment from your booth, pavilion or chalet at the Paris Air Show to air on *Defense News with Vago Muradian*.
- Client logo in Friday's DNTV E-blast prior to the June 22 show.



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