

JED

Journal of Electromagnetic Dominance



ASSOCIATION
OF OLD CROWS

2021 MEDIA BROCHURE

THE EW AND SIGINT AUTHORITY

JEDONLINE.COM





JED

We Are The
Absolute Authority in
Electronic Warfare

READER DEMOGRAPHICS

NEW FOR
2021 JED
MAGAZINE
WEBSITE



THE JOURNAL OF ELECTROMAGNETIC DOMINANCE

Since 1978, *The Journal of Electromagnetic Dominance (JED)* has been the leading magazine read by influential decision-makers in the global electronic warfare (EW) and signals intelligence (SIGINT) markets. More than 13,500 Association of Old Crows (AOC) members and subscribers read *JED* for its intelligent coverage and insightful analysis of industry news and trends.

The global EW/SIGINT market is worth more than \$20 billion in annual sales. *JED* is read closely by many of the senior government and military leaders around the world who control and influence how this funding is spent.

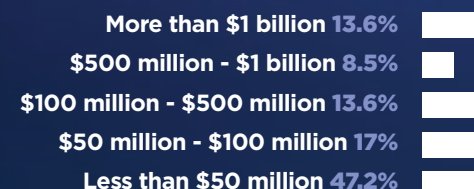
All information contained in this media kit was accurate and current at the time of printing. Should changes become necessary, they will be posted to the online media kit throughout the year.

EXCLUSIVE

NEARLY 100% of all JED Readers surveyed said that *JED* provides them with news and analysis they have not read or heard anywhere else!



INDUSTRY READERS' ORGANIZATIONAL PROCUREMENT BUDGETS



AMONG READERS SURVEYED



MORE THAN 7 OUT OF 10 took action when seeing an ad in *JED* including: reading the products and specifications featured on the ad, visiting an advertiser's website, saving the ad for later reference, contacting advertiser for more information, and recommending the purchase of the product or service advertised.



MORE THAN 98% that *JED* is the most comprehensive and authoritative publication covering the EW and SIGINT markets.



NEARLY 100% said *JED* provides them with news and analysis they have not read or heard anywhere else.



Over 92% have security clearance and more than 50% hold **TOP SECRET OR HIGHER** levels of security clearance.



NEARLY 3 OUT OF 4 specify, approve, or recommend products/services within their organization/company.



NEARLY 9 OUT OF 10 consider *JED* valuable to them with some readers saying that *JED* helps them do their job better.



MORE THAN 70% report passing their copy of *JED* to others, saving for future reference, displaying *JED* in their waiting room, or storing it in their library.



MORE THAN 4 OUT OF 5 spend more than 30 minutes reading *JED*.



NEARLY 4 OUT OF 5 readers surveyed influence procurement decisions made by their organization, with some of those being the final decision maker.

JED

We Are The
Absolute Authority in
Electronic Warfare

CIRCULATION BREAKDOWN

TOTAL JED CIRCULATION:

17,491

AOC MEMBERS: **13,500**

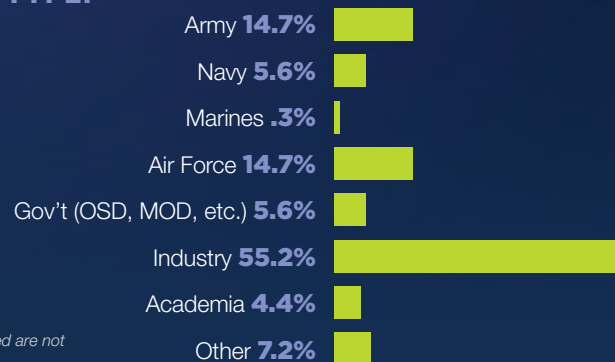
Total JED circulation includes pass-along readers
and bonus convention distribution.

REACH A CONCENTRATED EW/SIGINT AUDIENCE:

70% of JED's military readers surveyed work in electronic warfare and SIGINT

67% of military respondents said they spend more than 30 minutes reading each issue of JED.

EMPLOYER TYPE:



**Retired readers surveyed are not included in these results.*

MILITARY/GOVERNMENT JED READER PRIMARY JOB FUNCTION:



A SAMPLING OF JED's READERS':

ASIA-PACIFIC

Australia: MOD, DMO, DSTO, HQ RAAF, HQ RAN, HQ Army

Japan: Air Self Defense Force, Naval Self Defense Force

South Korea: HQ ROK Air Force, Defence Intelligence Command

New Zealand: New Zealand Defence Force

Malaysia: MOD, Malaysian Air Force HQ

Taiwan: ROCAF, HQ ROC Navy

Singapore: MOD, Singapore Air Force, Defense Science and Technology Agency, DSO National Labs

EUROPE

Denmark: MOD, Tactical Air Command (FTK), Air Materiel Command (FMK)

Finland: Finnish Air Force HQ, Finnish Naval HQ, Finnish Naval Research Institute

France: MOD, French Air Force HQ, French Navy HQ

Germany: MOD, German Navy HQ, German Air Force HQ, Bundeswehr Operations Command

Greece: MOD, Hellenic Air Force General Staff, Hellenic Navy HQ, Hellenic Army HQ

Italy: MOD, Italian Navy HQ, Italian Air Force HQ, Joint Staff

Netherlands: MOD, Royal Netherlands Navy HQ, Royal Netherlands Air Force HQ

Norway: MOD, HQ Defense Command, Royal Norwegian Navy, Air Warfare Center

UK: MOD, RAF HQ, RN HQ, British Army HQ, GCHQ, Dstl, RAF Spadeadam, Defence Procurement Agency

Spain: MOD, HQ Spanish Air Force

Sweden: MOD, Swedish Air Force HQ, Swedish Navy HQ, Swedish Army HQ, Naval Warfare Center

Switzerland: MOD, Swiss Air Force HQ

MIDDLE EAST

Egypt: HQ Air Force, HQ Egyptian Navy

Oman: Royal Air Force of Oman

Saudi Arabia: HQ RSAF, MOD, Royal Saudi Air Defense Forces, Royal Saudi Naval Force

Turkey: Turkish Land Forces Command, Turkish Air Force

NORTH AMERICA

Canada: MOD, Chief of Defence Staff, Chief of the Air Staff, Canadian Forces SIGINT Operations Centre (CFSOC), Defence R&D Canada

United States: AFRL, CIA, DARPA, DIA, HQ AFSOC, HQ ASOC, HQ NSWC, JEWIC, JIEDDO, NASIC, NAVAIR PMA-234, -265, -272, -290, NAVSEA PEO IEWS, PMS-405, -408, -435, NRO, NSA, NSWC, OUSD AT&L, PEO IEWS, SPAWAR PMW-180, SPAWAR Systems Center - Atlantic, SPAWAR Systems Center - Pacific, CERDEC I2WD, NRL, ONR

SOUTH AMERICA

Argentina: HQ Air Force

Brazil: Navy, Air Force

Chile: Air Force

Peru: Air Force

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today.

JED DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

JED is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View

SAVE MONEY!

Ask about our integrated media rates today.



For more information about online specifications, visit: www.naylor.com/online-specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Announcement eBlast Sponsorship | \$1,500

1 Leaderboard (all views) | \$4,640

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$3,610

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$3,090

4 2nd TOC Mobile Banner | \$2,580

5 3rd TOC Mobile Banner | \$2,060

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$8,760

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$5,670

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$3,910

• Medium Insert | \$2,880

• Large Outsert | \$2,580

• Medium Outsert | \$2,060



2021 EDITORIAL CALENDAR*

ISSUE	FEATURES	BONUS DISTRIBUTION	SPACE DEADLINES	MATERIALS DEADLINES
JANUARY	Training for the Airborne Electronic Attack Mission Protecting Europe's Ground Vehicles from Guided Threats	TechNet Augusta, January 25-28, Augusta, GA	Nov. 18, 2020	Nov. 20, 2020
FEBRUARY	Space-Based ESM and SIGINT Product Survey: Analog-to-Digital Converter (ADC) Boards	Aero India, February 3-7, Bangalore, India AOC Modern Threats Surface-to-Air Missiles Conference, February 2-4, Huntsville, AL AFCEA West, February 16-18, San Diego, CA IDEX and NAVDEX, February 21-25, Abu Dhabi, UAE	Dec. 10, 2020	Dec. 14, 2020
MARCH	How the Services Are Approaching SOSA AOC Membership Guide Product Survey: Benchtop Spectrum Analyzers	AOC Dixie Crow Symposium, March, Warner Robins, GA AOC 48 th Annual Collaborative EW Symposium, March 30 - April 1, Point Mugu, CA	Jan. 11, 2021	Jan. 13, 2021
APRIL	Realizing the US Navy's Electromagnetic Maneuver Warfare (EMW) Vision Air Force EW	Navy League Sea-Air-Space, April 12-14, National Harbor, MD Electronic Warfare Live, April 12-15, Tartu, Estonia AAAA Army Aviation Mission Solutions Summit, April 21-23, Nashville, TN	Feb. 11, 2021	Feb. 16, 2021
MAY	European EW Product Survey: Counter-UAS Systems	AOC 11 th Annual Electronic Warfare Capability Gaps and Enabling Technologies Conference, May 11-13, Crane, IN AOC Electronic Warfare Europe, May 25-27, Stockholm AOC CEMA, May 25-27, Aberdeen Proving Ground, MD	Mar. 16, 2021	Mar. 18, 2021
JUNE	Data Recorders Product Survey: Airborne Electronic Warfare Suites	International Microwave Symposium, June 6-11, Atlanta, GA Cyber/EW Convergence, June 8-10, Crane, IN Paris Air Show, June 21-27, Paris	Apr. 16, 2021	Apr. 19, 2021
JULY	Training Against 21 st Century Integrated Air Defense Systems Product Survey: COMINT Receivers	-	May 17, 2021	May 19, 2021
AUGUST	Realizing the US Navy's Electromagnetic Maneuver Warfare Vision Benchtop Spectrum Analyzers	-	Jun. 14, 2021	Jun. 16, 2021
SEPTEMBER	EW and SIGINT for Small Ground-Based Units AI and Machine Learning for EMSO	DSEI 2021, September 14-17, London AFA Air, Space and Cyber Conference, September 20-22, National Harbor, MD	Jul. 16, 2021	Jul. 20, 2021
OCTOBER	Non-Kinetic Ground-Based Air Defense 2022 EW/SIGINT Resource Guide	AUSA, October 10-12, Washington, DC European Microwave Week, October 10-15, London Seoul ADEX, October 19-21, Seoul, South Korea Dubai Air Show, November 14-18, Dubai	Aug. 16, 2021	Aug. 18, 2021
NOVEMBER	US Army Rotary-Wing ASE Program Overview Product Survey: ELINT Receivers	Avalon Air Show, November 23-28, Geelong, Victoria, Australia	Sep. 15, 2021	Sep. 17, 2021
DECEMBER	DARPA's Electronics Resurgence Initiative EW Operational Support Centers	AOC 58 th International Symposium and Convention, November 30-December 2, Washington, DC	Oct. 14, 2021	Oct. 18, 2021

To discuss JED editorial ideas or submit new product releases please contact our JED editorial team at: JEDEditor@naylor.com

STAFF AND ADVISORY BOARD

JED STAFF

John Knowles, Editor: John has been writing about EW and SIGINT since 1994, when he first joined the *JED* staff. For several years he published a EW/SIGINT market newsletter, as well as several EW and SIGINT market forecasts. In 2000, he co-authored a study about the EW industry for the Office of the Secretary of Defense. John likes to write about everything from technology and systems to operational concepts, EMS policy and the EMS Enterprise. jknowles@naylor.com +1-978-509-1450

Hope Swedeen, Managing Editor: Hope joined the *JED* staff in 2017. She covers news and writes about new products in addition to compiling and editing *JED*'s product surveys. She also manages *JED*'s print and digital magazine production. Hope graduated from Susquehanna University with a degree in Communications and Journalism. hswedeen@naylor.com

John Haystead, Senior Editor: John began his journalism career at *JED* in 1982. During his career, he has edited several magazines, including *Defense Electronics and Military and Aerospace Electronics*. John returned to the *JED* staff in 2011. John covers emerging technologies and operational concepts, especially from a military user perspective.

Barry Manz, Technical Editor: Barry is well known in the microwave industry as a writer and editor with more than 40 years' experience. He writes feature articles about emerging microwave and embedded computing technologies, multifunction systems and RF simulation. Barry also writes *JED*'s Technology Surveys.

Contributing Writers

Dave Adamy has been writing EW101 for *JED* since 1996. Dave is well known as a writer and teacher throughout the global EW community.

Luca Peruzzi writes feature stories and news from a European perspective. He frequently covers air and naval systems for *JED*.

Richard Scott writes news and feature articles primarily about European EW and SIGINT developments. He focuses on weapons systems, operational concepts and policy.

Andrew White writes feature articles and news stories about counter-UAS, protecting ground vehicles and helicopter aircraft survivability equipment (ASE).

Submit your editorial ideas to JEDeditor@naylor.com

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2021 JED ADVERTISING RATES



NET FULL-COLOR RATES	1x	3x	6x	12x
DOUBLE-PAGE SPREAD	\$13,049	\$12,399.50	\$11,739.50	\$11,089.50
OUTSIDE BACK COVER	\$10,509	\$10,059.50	\$9,619.50	\$9,169.50
INSIDE FRONT COVER	\$9,909	\$9,459.00	\$9,019.50	\$8,569.50
INSIDE BACK COVER	\$9,909	\$9,459.00	\$9,019.50	\$8,569.50
FULL PAGE	\$8,909	\$8,459.50	\$8,019.50	\$7,569.50
2/3 PAGE	\$7,629	\$7,249.50	\$6,869.50	\$6,479.50
1/2 PAGE ISLAND	\$6,519	\$6,189.50	\$5,869.50	\$5,539.50
1/2 PAGE	\$5,619	\$5,339.50	\$5,059.50	\$4,779.50
1/3 PAGE	\$4,239	\$4,029.50	\$3,819.50	\$3,599.50
1/4 PAGE	\$3,279	\$3,119.50	\$2,949.50	\$2,789.50

AD LINK

Ad links increase traffic from your ad in the digital edition to your company's website or a corporate email address. **All of our display advertising options include this upgrade at no additional cost.**

INSERTS AND DIGITAL PUBLICATION INSERTS

Advertise your products and services by inserting your company's specialized marketing piece within the pages of JED. Whether you are promoting an event, a new product or your entire product line, placing an insert in our magazine will ensure tremendous exposure for your company.

You also have the option to include your insert as an attachment to the digital version for a nominal fee. To be included, advertisers must supply the digital file of the insert to Naylor—a high-resolution PDF is preferred.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

COMPLEMENT YOUR JED ADVERTISEMENT WITH A PRESENCE IN OTHER AOC RESOURCES AND SAVE. ASK YOUR ACCOUNT EXECUTIVE HOW YOU CAN SAVE WITH OUR "INTEGRATED MEDIA BUY" RATES.

THE OFFICIAL eNEWSLETTER OF THE AOC

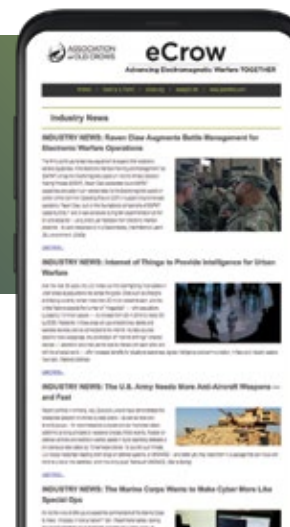
eCrow

WWW.ECROW.ORG

The eCrow eNewsletter allows AOC members to stay informed on timely industry topics and association news whether they are in the office or on the go.

ENJOY THE BENEFITS OF eCrow:

- Delivers your message directly to the inbox of more than 23,000 subscribers who make decisions for both military and industry
 - Penetrates all four branches of the US military, as well as the DOD and other non-DOD government subscribers
 - More than 55% of eCrow recipients work for the leading EW companies in the world
- Frequently forwarded to others for additional exposure
- Cross-promoted in other AOC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process



**Distributed every
Wednesday**

TOPICS INCLUDE:

- Up-to-the-minute AOC news
- Professional development courses
- AOC chapters updates
- New AOC member profiles
- Conventions and conferences

**ADS FEATURED ON eCrow AVERAGE
MORE THAN 16,450 IMPRESSIONS A MONTH!**

Numbers as of 10/2020

**RECTANGLES****Top Rectangles (300 x 250 pixels):**

1 Month \$1,700	3 Months \$5,100	6 Months \$9,730	9 Months \$14,600	12 Months \$18,540
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Middle Rectangles (300 x 250 pixels):

1 Month \$1,420	3 Months \$4,220	6 Months \$8,110	9 Months \$12,150	12 Months \$15,450
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Industry News Rectangles (300 x 250 pixels):

1 Month \$1,200	3 Months \$3,777	6 Months \$6,850	9 Months \$9,800	12 Months \$12,450
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SPONSORED CONTENT**Top Sponsored Content:**

1 Month \$1,700	3 Months \$5,100	6 Months \$9,730	9 Months \$14,600	12 Months \$18,540
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For more information about online specifications, visit: www.naylor.com/online-specs

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SHOW DAILY

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From the Editor

Welcome to JED's AOC Show Daily

Welcome to the 58th Annual AOC Symposium and Convention. The JED team is excited to be covering this week's event in the AOC Show Daily - reporting developments from the symposium sessions and providing insight and analysis of each day's events.

The theme of this year's symposium is "Building the EMS Enterprise," and the symposium program will explore the many facets of what this entails. The concept of developing an enterprise approach to how military forces, use, manage and control the EMS is a relatively new idea that really began to evolve over the past few years. While new, it represents an important shift in thinking from less connected and more isolated military operations in the EM Environment (EME) to an aggregated and more integrated approach.

[Read More...](#)

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Inside the Convention




"You Never Know What You're Going to Learn" ... Host Sponsor, BAE Systems Talks "AOC 58"


BAE SYSTEMS

BAE Systems (Nasdaq: BAE) is the Host Sponsor for this year's 58th AOC International Symposium and Convention. As such, JED felt it appropriate to talk with the company about its strong support for the symposium and what its expectations are for this year's event. In response, Lisa Hugg-Gibbs, Director of Customer Requirements and Advocacy for BAE Electronic Systems as well as AOC Immediate Past President, says the reasons are many.

"BAE Systems has been the AOC Host Convention Sponsor for the last three years, and it's more important than ever for BAE, the AOC, and its members to collaboratively work with each other, educate and advocate for new advanced technology and to master our leaders of tomorrow."


[Read More...](#)




2019 AOC Convention Promo Video


Stay Connected with the AOC #Crows2019



Like AOC on Facebook and get association and convention updates as well as an opportunity to network and connect with fellow Crows.



Follow @AOCrows on Twitter. Use the hashtag #Crows2019 when tweeting about this year's symposium and convention.



Join the AOC group and follow the company page on LinkedIn and get up-to-date information on the association, industry news, and future program offerings.

[Click Here to Download the Mobile Conference App](#)

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JED News

Last Chance to Advertise in the December Issue of JED

The December JED is in production and once Convention ends, it will be too late to get your ad in the 2020

Show Daily: the 58th Annual AOC International Symposium and Convention

Brought to you exclusively by JED, our Show Daily e-newsletter reaches a unique audience of *electronic warfare, signals intelligence and cyber operations professionals* throughout the duration of the 58th Annual AOC International Symposium and Convention.

The Show Daily will run for five issues offering exclusive coverage of the symposium delivered straight to the inbox of symposium attendees and AOC member subscribers.

When your ad runs in the Show Daily, your company can draw the attention of customers that you may not reach anywhere else. Don't miss this opportunity to stand out at the world's leading defense electronics event. Buy your show daily ad today.

TOP LEADERBOARD | \$8,000

EXCLUSIVE! 650x90 pixels

TOP RECTANGLES | \$7,000

2 POSITIONS, 300x250 pixels

MIDDLE LEADERBOARD | \$6,000

EXCLUSIVE! 650x90 pixels

MIDDLE RECTANGLES | \$5,000

2 POSITIONS, 300x250 pixels

LEADERBOARD | \$4,000

EXCLUSIVE! 650x90 pixels

All rates are net

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SHOW DAILY

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Inside the Convention

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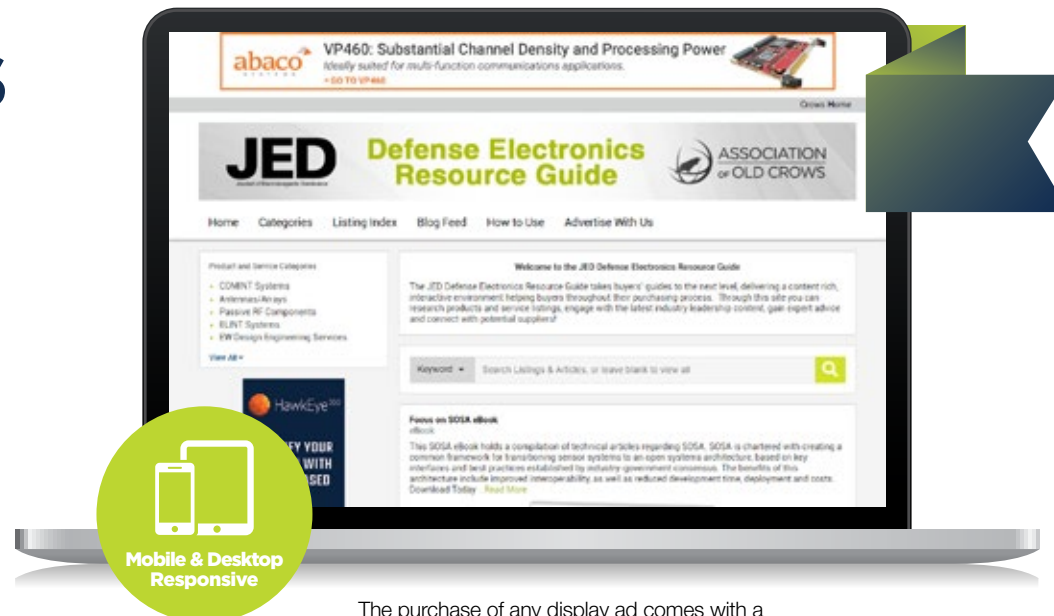
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Defense Electronics Resource Guide

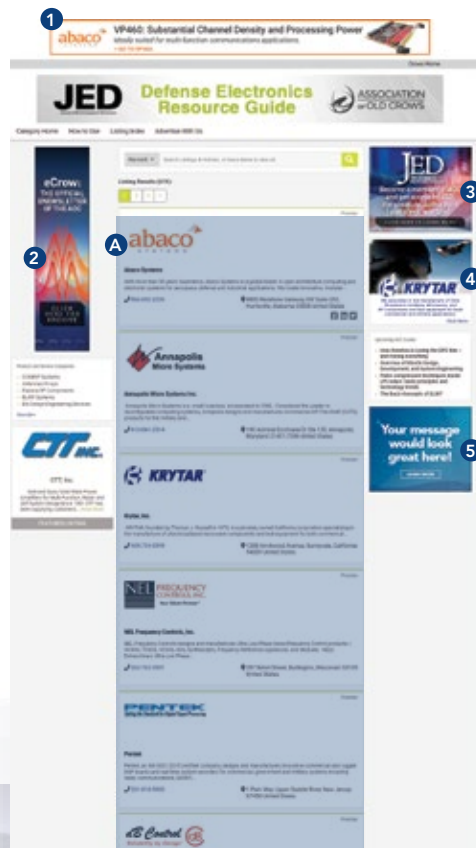
Our marketplace site takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

24/7 fully responsive buyers' guide with a number of features:

- **Improved search with auto-suggest functionality built in to help deliver quick, relevant results.**
- **Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.**
- **The ability to log-in and purchase or update your own listing information.**
- **Cross promotion in other JED communication pieces.**
- **Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.**
- **Google™ integration allowing for extensive search engine optimization.**



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Content Level 2 – Advertorial | \$1,500/month

Content Level 3 – Sponsored Content | \$2,000/month

Establish your company as a thought leader! Contact your sales representative for additional details.

1 SUPER LEADERBOARD EXCLUSIVE | \$3,500

12 months, 970x90 pixels*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

2 SKYSCRAPER | \$2,000

12 months, 160x600 pixels*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

3 1ST ROS RECTANGLE | \$2,500

4 2ND ROS RECTANGLE | \$1,000

12 months, 300x250 pixels*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

5 3RD CATEGORY RECTANGLE | \$1,000

12 months, exclusive, 300x250 pixels*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

*Your display ad option may require responsive ad sizes. For complete specs on all sizes involved, visit **www.naylor.com/onlinespecs**.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

**MARKET
BASE**
BUYER AND SELLER EXCHANGE



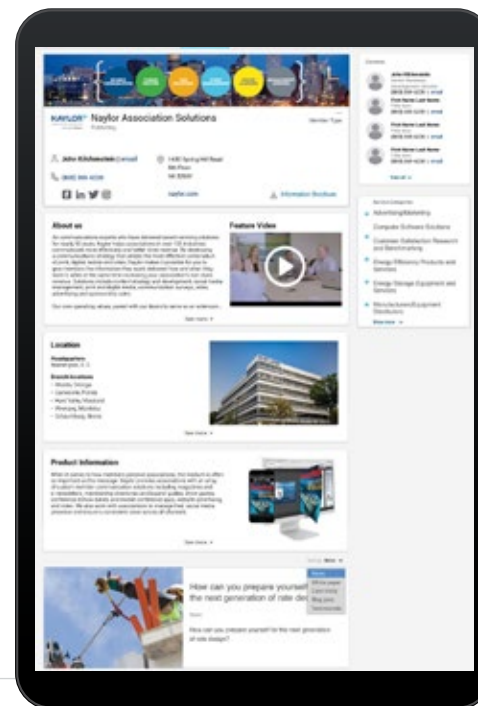
Defense Electronics Resource Guide

Premier Listing Package | \$530

Premier Listings are designed to offer heightened visibility. They contain all basic information. Request between five to ten (5-10) product/service category listings of your choice.

Premier Listing additional features:

- **Company logo**
- **Active website, social media links, email address and up to five contacts**
- **Extended company profile and products and services listing**
- **Product image and description linked to your website**
- **Integration with Google features including search indexing and analytic reporting**



MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

1 CATEGORY SPONSOR

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

Category Sponsor #1 | \$850

Category Sponsor #2 | \$650

Category Sponsor #3 | \$550

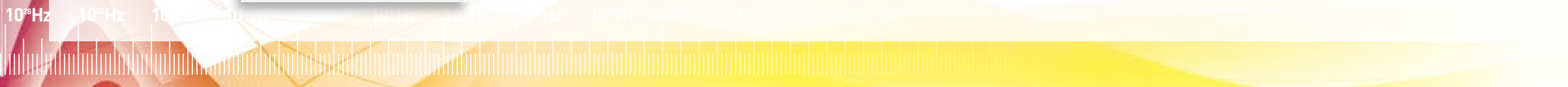
2 VIDEO UPGRADE

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

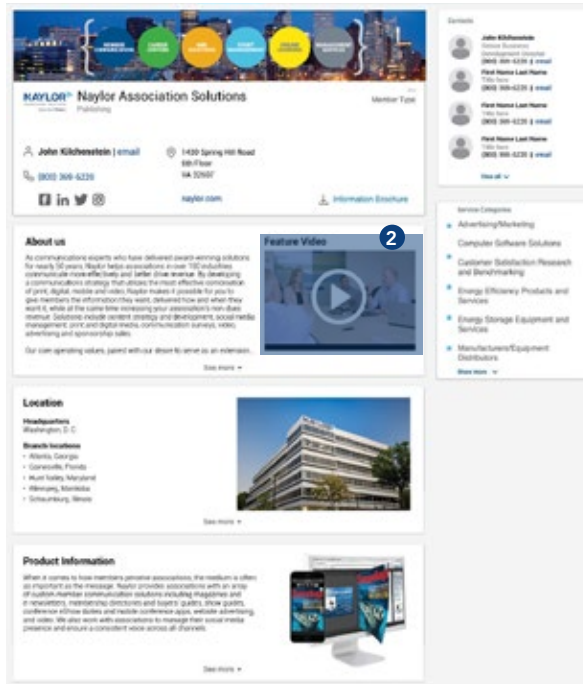
Upgrade | \$320

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



PREMIER LISTINGS VERSUS BASIC LISTINGS



Visit <https://www.naylor.com/marketbasespecs> for complete specs.

PREMIER LISTING INCLUDES:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- Company Header image
- **Company Contacts**
Up to five with separate title, email, phone number and headshot for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Information brochure download (PDF)
- Active Facebook, Twitter and LinkedIn links
- **Product/Service Category Listings**
- Includes five categories of your choice
- Additional categories available for \$50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google search engine optimization
- Ability to link to your purchased level 2 and 3 content marketing opportunities

Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing



BASIC LISTING INCLUDES:

- Company Name
- Company Contact
- Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
- Limited to one category
- Assigned by association



Defense Electronics Resource Guide



CONTENT MARKETING OPPORTUNITIES

Position your company as a thought leader and solution provider in the industry! Reach key decision-makers at their workplace or on the go, educate our members regarding the benefits of using your product or service, and improve the credibility of your company.

Content Level 1 – Native Ad

- **Headline (up to 10 words)**
- **Summary (up to 50-70 words)**
- **Featured Image (180x150 thumbnail)**
- **External Call to Action Link**



CONTENT LEVEL 2 – ADVERTORIAL

- **Headline (up to 12 words)**
- **Article content (up to 500 words)**
– summary links to full article page)
- **Featured image (500 pixels wide)**
- **External download or call to action link**
- **Cross promotional linkage to company's premier listing**



CONTENT LEVEL 3 – SPONSORED CONTENT

- **Headline (up to 15 words)**
- **Article content (up to 2,000 words – summary links to full article page)**
- **Featured image (500 pixels wide)**
- **Additional images on full article page (up to 3)**
- **Multiple call to action links permitted on full article page**
- **Cross promotional linkage to company's premier listing**
- **Run of Site presence through Featured Content widget for 1st month**



The association and Naylor will have final approval of text in the sponsored content. Contact your sales representative for additional details on content guidelines.



DEFENSE ELECTRONICS RESOURCE GUIDE

PREMIER LISTING CHECKLIST

Below is a checklist of all elements required in order to process your Premier Listing.

☐ Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ Company Contacts - Up To Five

Please include **job title, phone number and e-mail address**. Indicate which person should be referenced as the “primary” contact. *All e-mail addresses will be hyperlinked and active.*

☐ Company Description

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the “keyword” search function. Be thorough and include all elements of the products/ services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please e-mail this to your Naylor account executive.

☐ Website Activation

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ Product/Service Categories

All extra information will show up under all of the categories you select. **Ten (10) category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ Full-Color Product Image and Description

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Please provide the URL to which you would like your product image to link. You can also include a brief product description (500 characters maximum) that will appear next to the product image.*

☐ Video

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), and .wmv (Windows Media Video File). Video dimensions should be **400 pixels x 300 pixels**.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.



DEFENSE ELECTRONICS RESOURCE GUIDE

PREMIER LISTING CATEGORIES

Our EW/SIGINT Online Resource Guide allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five to ten free categories are included with your Premier Listing, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

EO/IR Components and Subsystems

- ☐ Fine-Track Sensors
- ☐ IR Detectors
- ☐ IRCM Transmitter Assemblies
- ☐ Lasers (IR Countermeasures)
- ☐ Optical Filters

EW/SIGINT Systems

- ☐ Active (Pulse Doppler) Missile Warning Systems
- ☐ Active RF Naval Decoys
- ☐ Airborne Chaff Countermeasures
- ☐ Airborne Decoy Dispensers
- ☐ Airborne IR Decoys/Countermeasures Flares
- ☐ Anti-Radiation Homing Missiles
- ☐ COMINT Systems
- ☐ Communications ESM Systems
- ☐ Communications Jammers
- ☐ Direction Finding Systems
- ☐ ELINT Systems
- ☐ EO/IR Jammers
- ☐ ESM Systems
- ☐ EW Suite Managers/Controllers
- ☐ GPS Jammers
- ☐ Laser Warning Systems
- ☐ Maneuvering Air Launched Decoys
- ☐ Multispectral Obscurants/Smoke
- ☐ Naval Chaff Countermeasures
- ☐ Naval Decoy Dispensers
- ☐ Naval IR Decoys

- ☐ Naval RF Reflector Decoys
- ☐ Passive Missile Warning Systems
- ☐ Radar Jammers
- ☐ Radar Warning Receivers
- ☐ RF Towed Decoys

EW Simulators

- ☐ EO/IR Stimulators
- ☐ EW Antenna Couplers
- ☐ Flightline RF EW Testers
- ☐ IR Range Threat Simulators
- ☐ Laboratory EW Simulators
- ☐ RF Range Threat Simulators

EW/SIGINT Services

- ☐ EW Consulting Services
- ☐ EW Database Development
- ☐ EW Design Engineering Services
- ☐ EW Software Development
- ☐ EW System Integration Services
- ☐ EW Testing Services
- ☐ EW/SIGINT Mission Planning Software
- ☐ Operational EW Training Services
- ☐ Operational EW Training Software
- ☐ Professional Development Courses and Seminars
- ☐ SIGINT Consulting Services
- ☐ SIGINT Design Engineering Services
- ☐ SIGINT Software Development
- ☐ SIGINT System Integration Services

Test Equipment

- ☐ Automatic Test Equipment
- ☐ Network Analyzers
- ☐ Oscilloscopes
- ☐ Power Meters
- ☐ Signal Generators
- ☐ Spectrum Analyzers

RF Microwave Components and Subsystems

- ☐ Active RF Components
- ☐ Analog-to-Digital Converters
- ☐ Antenna Mounts/Support Structures
- ☐ Antenna Radomes
- ☐ Antennas/Arrays
- ☐ ASICs
- ☐ Converters and Mixers
- ☐ Couplers
- ☐ Data Recorders
- ☐ Digital Frequency Discriminators
- ☐ Digital RF Memories
- ☐ Digital Signal Processors
- ☐ Digital-to-Analog Converters
- ☐ Displays
- ☐ Fiber-Optic Cable
- ☐ Fiber-Optic Connectors
- ☐ Filters and Diplexers
- ☐ FPGAs
- ☐ Frequency Converters
- ☐ Frequency Synthesizers
- ☐ GaN Power Amplifiers

- ☐ Integrated Microwave Assemblies
- ☐ Low Noise Amplifiers
- ☐ MPM Modules
- ☐ Oscillators
- ☐ Passive RF Components
- ☐ Power Amplifiers
- ☐ Power Dividers/Combiners
- ☐ Power Supplies
- ☐ RF Absorptive Materials/Shielding
- ☐ RF Cables/Cable Assemblies
- ☐ RF Receivers
- ☐ RF Tuners
- ☐ Semiconductor Integrated Circuits
- ☐ Signal Analysis Systems
- ☐ Signal Conditioners
- ☐ Thermal Management Solutions
- ☐ TWT Assemblies
- ☐ TWTs
- ☐ Waveguides

Ten (10) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

Additional Categories X \$50 = \$

Initial: _____ Date: _____

NEW OPPORTUNITY FOR 2021

JED Magazine Website

- Exclusive online content – visitors can view past articles and archives as well as up-to-the-minute information on the industry, events, news, etc.
- Limited ad space makes each position exclusive.
- Cross-promoted in other AOC publication and communication pieces.
- Place your message in front of an audience that visits this website for one publication – and stays to read the others.
- Advertise to professionals at a time when they are already interested in industry news, trends, and vendor information.
- Build awareness of your brand by placing your message in multiple publications, then reinforce brand recall by advertising on the website where JED readers go to reference those same publications.

A TOP LEADERBOARD | \$5,000
728x90 pixels, 4 rotations, Run-of-Site, 12 months

B MIDDLE LEADERBOARD | \$4,000
728x90 pixels, 4 rotations, Select Pages (includes homepage), 12 months

C TOP RECTANGLE | \$4,000
300x250 pixels, 4 rotations, Run-of-Site, 12 months

D SPONSORED CONTENT | \$2,000 PER MONTH

EDITORIAL CONTENT BANNER PER ARTICLE | \$2,000

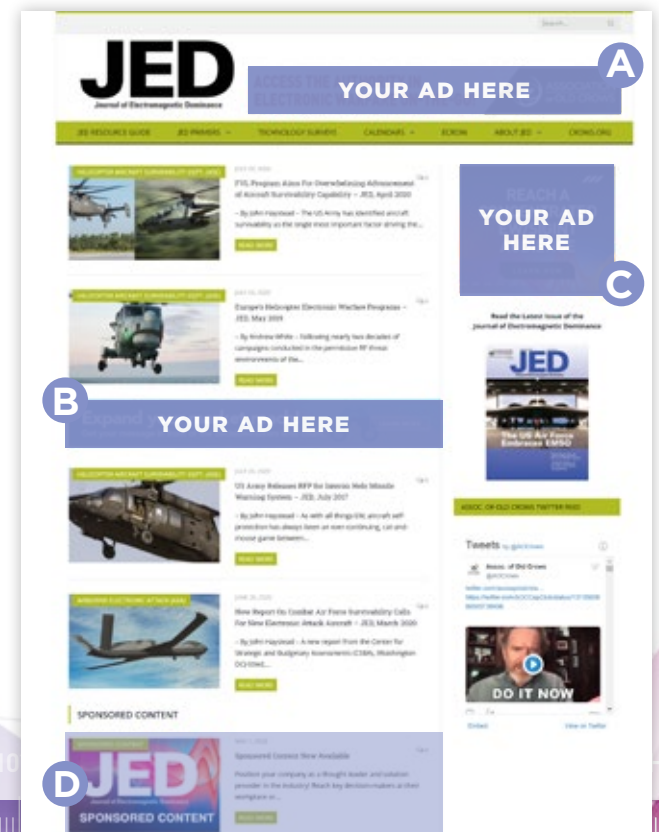
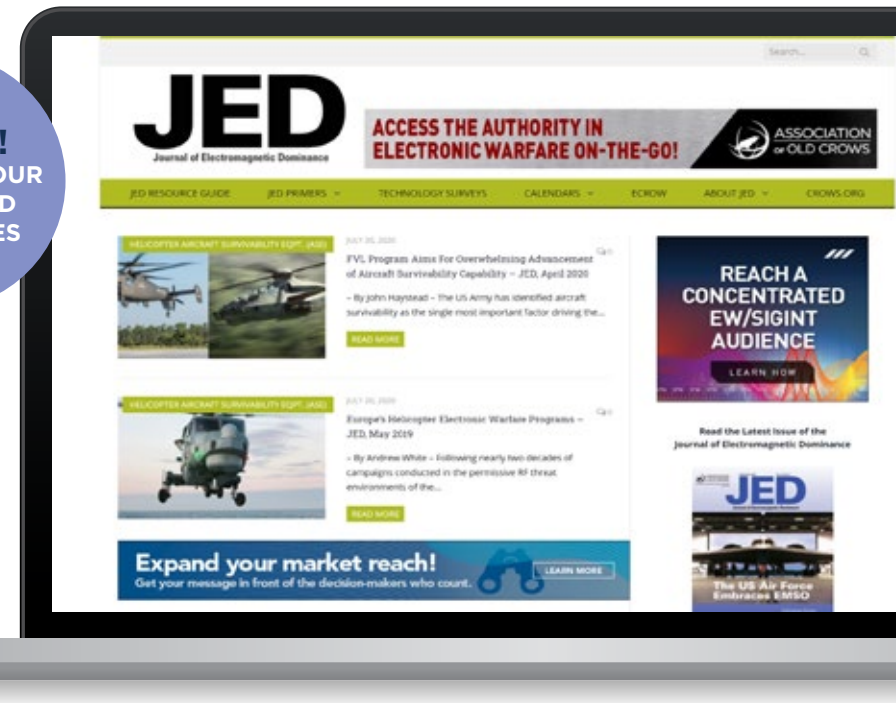
620x77 pixels, 620x330 pixels, or 300x160 pixels ad placed in the article of your choice

All rates are net

For the latest online specs, please visit www.naylor.com/online-specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

SAVE MONEY!
ASK ABOUT OUR
INTEGRATED
MEDIA RATES
TODAY.





JED Industry Resources

Establish your company as a thought leader with this exclusive opportunity on our monthly eblast. This spot is limited to one company per month.

DESIGN SPECIFICATIONS:

- The width of the graphic should be 610 x 1024 pixels
- HTML & JPG are accepted formats. For HTML formats, hyperlinks can be used in your content. For JPG formats, entire email links to only one URL.
- Content area is approximately 600 pixels wide and will be surrounded by a JED branded header/footer
- Color Format RGB (CMYK may cause errors when viewing the email)

ADVERTORIAL GUIDELINES:

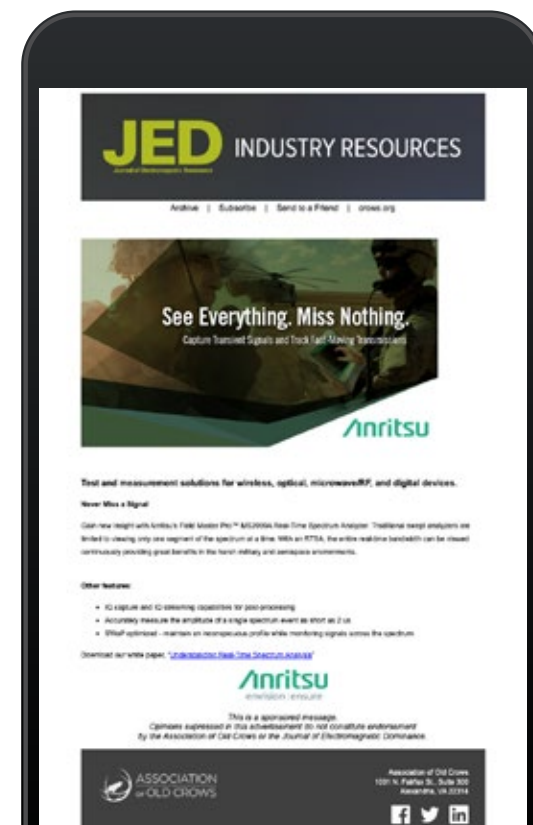
- Content should include practical, educational and useful information in which the member would find value, which should be independent of the particular advertiser. The overall message and tone should not be promotional in nature.
- AOC reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

One-time Email | \$5,500

**SAVE
MONEY!**
ASK ABOUT OUR
INTEGRATED
MEDIA RATES
TODAY.

All rates are net

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



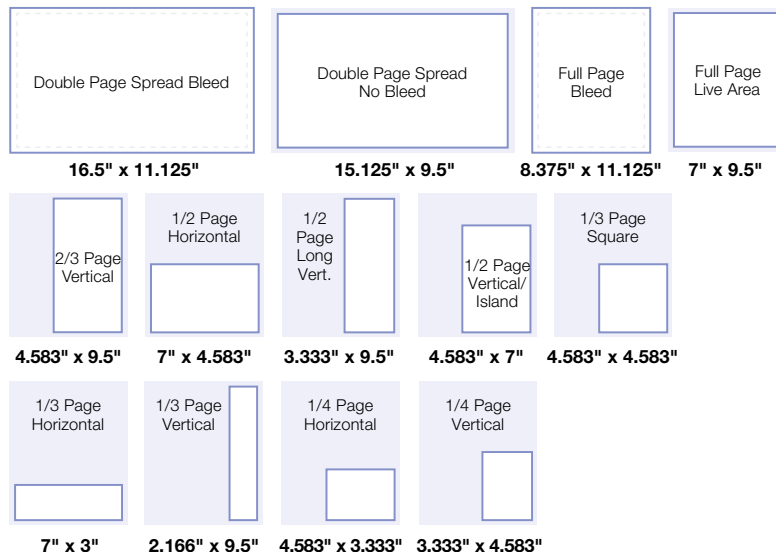
On average JED's Advertorial
Emails receive more than
3,200
unique opens per issue.

**Traffic Numbers as of June 2021*

SPECIFICATIONS

JED PRINT MAGAZINE

Magazine Trim Size: **8.125" x 10.875"**



Premium Positions

Add 15% to space rate.

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode is not accepted and if supplied, will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

Terms

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts.

JED MAGAZINE WEBSITE

Top and Middle Leaderboards

- 728 x 90 pixels

Sponsored Content

For the latest online specs, please visit www.naylor.com/online-specs

Cancellations

In the event of cancellation of a contract, the client agrees to repay Naylor any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. **All premium positions, direct-mail pieces, and digital/online ads are non-cancelable.** All cancellations must be received in writing prior to the advertising sales deadline. A charge of \$30 will be levied for returned checks.

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price.

Shipping Instructions

Ship all advertising materials to the attention of your account executive at:

Naylor Association Solutions
5950 NW 1st Place • Gainesville, FL 32607 US
US Toll Free: 800-369-6220
International: +1-352-332-1252
Fax: +1-352-331-3525

Rectangle

- 300 x 250 pixels

Editorial Banner

620 x 77, 620 x 330, or 300 x 160 pixels

JED DIGITAL EDITION

For the latest digital edition ad sizes, please visit: www.naylor.com/online-specs

Leaderboard

- 728 x 90 pixels
- JPG, PNG, GIF (static or animated)

Rectangle

- 300 x 250 pixels
- JPG, PNG, GIF (static or animated)

TOC Mobile Banner

- 320 x 50 pixels
- JPG, PNG, GIF (static or animated)

Digital Video Sponsorship

- MP4, MOV, FLV, or embed code from video-hosting sites like YouTube or Vimeo.
- 50 to 70 words are allowed for a video summary. In addition, a 7 to 10-word call to action hyperlinked a hyperlink to the webpage or online file of your choice may be included.

SPONSORED DIGITAL EDITION EBLAST

eBlast Sponsor

- 640 x 100 pixels
- JPG only (no animation)
- Max file size 100 KB

DEFENSE ELECTRONICS RESOURCE GUIDE

Super Leaderboard

- 970 x 90 pixels

Rectangle

- 300 x 250 pixels

Skyscraper

- 160 x 600 pixels

Premier Listing

- Company Logo
- Company Name
- Company Header image
- Company Contacts
 - Up to five with separate title, email, phone number and headshot for each person*
- Full Mailing Address
- Phone Number
- Fax Number

eCROW eNEWSLETTER

Sponsored Content

- Headline: Advertiser supplies 5-7 words
- No contact info included
- Summary text: Advertiser supplies 50-70 words
- Headline/Summary text must be plain text and cannot contain HTML or odd characters
- Call to Action text: Advertiser supplies text (e.g. Click Here, Read More)
- Advertiser supplies URL ad should link to.

Rectangle

- 300 x 250 pixels
- JPG only (no animation)
- Max file size 100 KB

JOURNAL OF ELECTRONIC DEFENSE

Medium Digital Insert (1/2 Page)

- 8.375 x 4.583 inches @ 72 dpi
- JPG, PNG, GIF (static)

Large Digital Insert (2/3 Page)

- 8.375 x 6.333 inches @ 72 dpi
- JPG, PNG, GIF (static)

HTML 5 Ad

- Variable sizes
- Visit naylor.com/online-specs for template and complete specs

SHOW DAILY E-NEWSLETTER

Leaderboard

- 650x90 (no rotations)
- JPG only (no animation)

Rectangles

- 300x250 (no rotations)
- JPG only (no animation)

JED INDUSTRY RESOURCES

- 610 x 1024 pixels



JED

JOURNAL OF ELECTROMAGNETIC DOMINANCE
THE EW AND SIGINT AUTHORITY



ASSOCIATION
OF OLD CROWS

AOC HEADQUARTERS

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International: +1-703-549-1600
Fax: +1-703-549-2589
crows.org

NAYLOR 
ASSOCIATION SOLUTIONS

NAYLOR HEADQUARTERS

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naylor.com

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