

NDTAMedia



DTJ • The Source • NDTA Website



2020 MEDIA KIT







www.ndtahq.com

ABOUT



The National Defense Transportation Association's (NDTA) Publications include the **Defense Transportation Journal** magazine (print & online), the **NDTA website**, and **The Source** newsletter.

 National Defense Transportation Association Headquarters
 @ndtahq
 www.facebook.com/nationaldefensetransportationassociation
 www.ndtahq.com

Managing Editor

Sharon Lo, slo@cjp.com

Ad Sales

Bob Schotta, bschotta@cjp.com

Art Director

Debbie Bretches, dbretches@cjp.com

Production Manager

David Utz, dutz@cjp.com

Circulation Manager

Leah Ashe, lashe@ndtahq.com

Publisher

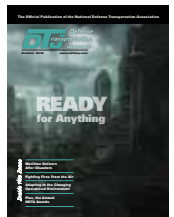
Carden Jennings Publishing Co., Ltd.
 375 Greenbrier Dr., Charlottesville, VA 22901
 434-817-2000 • www.cjp.com

Association Office

NDTA
 50 South Pickett Street, Suite 220
 Alexandria, VA 22304-7296
 703-751-5011 • www.ndtahq.com



The Defense Transportation Journal (DTJ), has been the authoritative voice for military and government logistics, transportation, distribution, security, and other critical topics for nearly 75 years. Today, the journal has expanded its editorial coverage to include articles focused on issues and opportunities in the government and military passenger travel market sectors. The journal is distinctive in that articles are published in both print and online formats ensuring the broadest possible distribution of information important to leaders from the military, government, and industry.



2020 EDITORIAL CALENDAR

FEBRUARY

Facilitating the Fourth Component: A Look at the Laws, Programs, and Regulations Affecting Industry Capacity. Plus, Information from DOT's Volpe Center.

The relationship between the US military and its fourth component—commercial industry—is essential to maintaining sufficient mission capacity. This issue examines several of the laws, programs, and regulations with the greatest influence on that partnership. From the Civil Reserve Air Fleet (CRAF) and The Jones Act to the Hours of Service Regulations and more, this *DTJ* will be a must read.

The US Department of Transportation's John A. Volpe National Transportation Systems Center (Volpe Center) anticipates and addresses challenges, and develops solutions that advance the national and global transportation systems. Hear from the Volpe Center on this important work.



APRIL

Focus on Passenger Travel and Insights from GovTravels 2020. Plus, Delivering Materiel Readiness Solutions with the Army Materiel Command.

The April edition of the *DTJ* is the highly anticipated annual passenger travel issue, which explores the topics, trends, and technology impacting the global travel system. In addition, this issue will provide highlights from the 2020 GovTravels Meeting, where decision-makers from government and industry gather to meet, learn, and collaborate on common travel issues.

The US Army Materiel Command develops and delivers materiel readiness solutions to ensure globally dominant land force capabilities. Hear from AMC on its work to synchronize and integrate the Army's total capabilities.



JUNE

2020 NDTA Almanac

Published each June, the Almanac edition of the *DTJ* is an indispensable guide to who's who in defense transportation, logistics, and travel. This issue will be featuring profiles of the most important organizations and leaders from government, military, and industry, this annual issue serves as a desktop reference that gives advertisers year-round exposure.

AUGUST

Ports: Connecting the Logistics Dots. Plus, Coverage of The Conference on America's Ports and an Update on Joint Logistics.

Ports are a critical connector between modes. This edition of the *DTJ* will examine top issues faced by ports, as well as how the greater logistics community can contribute to increased port efficiencies. In addition, coverage from the Conference on America's Ports, presented by NDTA and Christopher Newport University's Center for American Studies, will provide critical perspectives from the leadership most involved in the strategic use of ports.

The Joint Staff J-4 integrates logistics planning and execution in support of joint operations to drive joint force readiness, maximize the Joint Force Commander's freedom of action, and advise the Chairman of the Joint Chiefs of Staff on logistics matters. Hear the latest from J-4 leadership on their focus areas and operations.



OCTOBER

Logistics Innovations, The NDTA-USTRANSCOM Fall Meeting Preview and NDTA Awards.

Innovations in logistics are being fueled by a variety of conditions from economic and environmental factors to advances in technology and data science. As these changes continue to manifest, keeping pace and evolving along with them is paramount. This issue of the *DTJ* will explore current innovations in the world of logistics.

The NDTA-USTRANSCOM Fall Meeting is a forum for the most influential leaders from defense-related transportation, logistics, travel, and associated industries to meet, learn, and collaborate. Hear from key participants in this special meeting preview. Also, inside this issue, the NDTA awards are revealed, recognizing the organizations and individuals that have made significant contributions to the association, and the greater logistics and transportation community.

DECEMBER

The NDTA-USTRANSCOM Fall Meeting Wrap-Up. Plus, Top Issues from NDTA's Committees.

This issue will include comprehensive coverage of the NDTA-USTRANSCOM Fall Meeting featuring invaluable insights from the meeting program. Photographs from the event, as well as from the ever popular NDTA Exposition, will be a major section highlight.

NDTA committees are in the spotlight, as *DTJ* utilizes their extensive expertise to pinpoint the issues readers need to know. Functional committees consist of the Military Airlift Advisory, Military Sealift, Surface Transportation, Military Distribution, Passenger Travel Services, and Cybersecurity Best Practices—and serve as authoritative voices in their respective fields.

DTJ AD SPECS & RATES

SALES INQUIRIES

Bob Schotta

bschotta@cjp.com

434-817-2000 x330

C: 434-531-1311

2020 AD RATES (Effective 1-1-2020)

	1X	3X	6X
Full page	\$2,885	\$2,725	\$2,583
2/3 page	\$2,489	\$2,373	\$2,226
1/2 page V	\$2,357	\$2,252	\$2,090
1/2 page H	\$2,268	\$2,147	\$2,032
1/3 page	\$2,042	\$1,937	\$1,822
1/4 page	\$1,859	\$1,763	\$1,649
Cover 2	\$3,951	\$3,618	\$3,258
Cover 3	\$3,630	\$3,309	\$2,972
Cover 4	\$4,195	\$3,975	\$3,562
2 page spread	\$4,156	\$3,995	\$3,854

DTJ is 100% funded by advertisements; therefore, each advertisement supports the work of this important publication.

COMMISSION – 15% commission allowable to recognized agencies on space, bleed, and color if paid within 30 days.

CIRCULATION – Circulation 5,500, issued bimonthly. 85% paid NDTA members (military, government & industry leaders and decision-makers engaged in logistics, transportation, distribution, traffic, and travel sectors). Territorial distribution: United States 95% and other countries 5%.

AD DIMENSIONS (in inches)

Ad Size	Width	Height
Full page, trim*	8.125	10.875
Full page, live area	7.625	10.375
Full page, bleed	8.375	11.125
Spread, trim*	16.25	10.875
Spread, live area	15.75	10.375
Spread, bleed	16.5	11.125
2/3 page	4.75	9.84
1/2 page (horizontal)	7.25	4.875
1/2 page (vertical)	4.75	7.25
1/3 page (square)	4.75	4.875
1/3 page (vertical)	2.25	9.84
1/4 page	3.5	4.875

Keep all text and logos within 1/4 inch of the **trim size boundaries.*

Advertisements accepted in electronic format only—**PDF press-ready files preferred** (include crop & registration marks and make sure that all images and colors are converted to CMYK process). Ads can be submitted to bschotta@cjp.com.

WEBSITE BANNER AD RATES

The **NDTA Website** features online articles, educational videos, and meeting coverage useful to association membership and online publication subscribers. The NDTA communication platform includes social media via Twitter, LinkedIn, and Facebook.

2020 BANNER AD RATES/SPECS (Effective 1-1-2020)

	Rates <u>with</u> print packages			Rates <u>without</u> print packages		
	1 Insert (8 weeks)	3 Inserts (24 weeks)	6 Inserts (48 weeks)	1 Insert (8 weeks)	3 Inserts (24 weeks)	6 Inserts (48 weeks)
728x90	\$500/mo	\$450/mo	\$375/mo	\$1,750/mo	\$1,575/mo	\$1,300/mo
300x600	\$500/mo	\$450/mo	\$375/mo	\$1,750/mo	\$1,575/mo	\$1,300/mo


Accepted Ad Sizes: 728x90 pixels and 300x600 pixels

Accepted File Type: Static JPEG/PNG/GIF are accepted

Deadline: 5 business days prior to campaign start

Max File Size: 1MB

Submit Creative (including URL link): dutz@cjp.com



The screenshot displays the NDTA Website interface. At the top, there is a banner for IHG Hotels with the text "FREE NIGHTS. FASTER. It's that simple." Below this is the NDTA logo and navigation links. The main content area features an article titled "The Secretary of Defense on DOD's Path Forward, Readiness and Capacity" with a sub-headline "Aug 19, 2019 | Defense Transportation Journal" and a large image of a ship. To the right of the article is a vertical banner for Matson shipping with the text "SERVING THE U.S. MILITARY THROUGHOUT THE PACIFIC." and the Matson logo. Below the article is a "Subscribe to DTJ" form with fields for First Name, Last Name, and Email, and a "SUBSCRIBE" button.

NEWSLETTER AD RATES

The Source, formerly the *NDTAGram*, is a weekly compilation of articles highlighting trends and analysis of government and industry news in transportation, logistics, and passenger travel services. **The Source** also provides updates on NDTA news and events, online education, *DTJ* articles and showcases our corporate members. To suggest a story or submit a press release, please email sharon@cjp.com.

Members and online subscribers receive the weekly newsletter, **The Source**. Current circulation exceeds 5,000 professionals.

2020 AD RATES/SPECS (Effective 1-1-2020)

	1-8 Weeks	9-24 Weeks	25-48 Weeks
600x90 (Position 1)	\$500/wk	\$400/wk	\$300/wk
600x90 (Position 2)	\$400/wk	\$350/wk	\$250/wk

Accepted Ad Sizes: 600 x 90 pixels at 300dpi

Accepted File Type: Static JPEG/PNG are accepted

Deadline: 5 business days prior to campaign start

Max File Size: 100KB

Submit Creative (including URL link): dutz@cjp.com

Detailed reports of click throughs, demographics, and impressions are supplied by request

