

NDTAMedia



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2023 MEDIA KIT







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ABOUT



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

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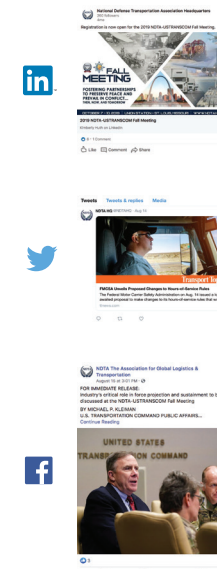
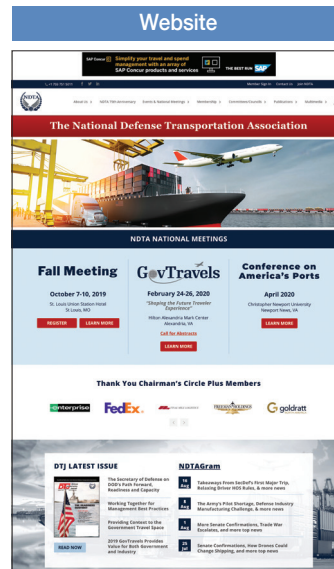
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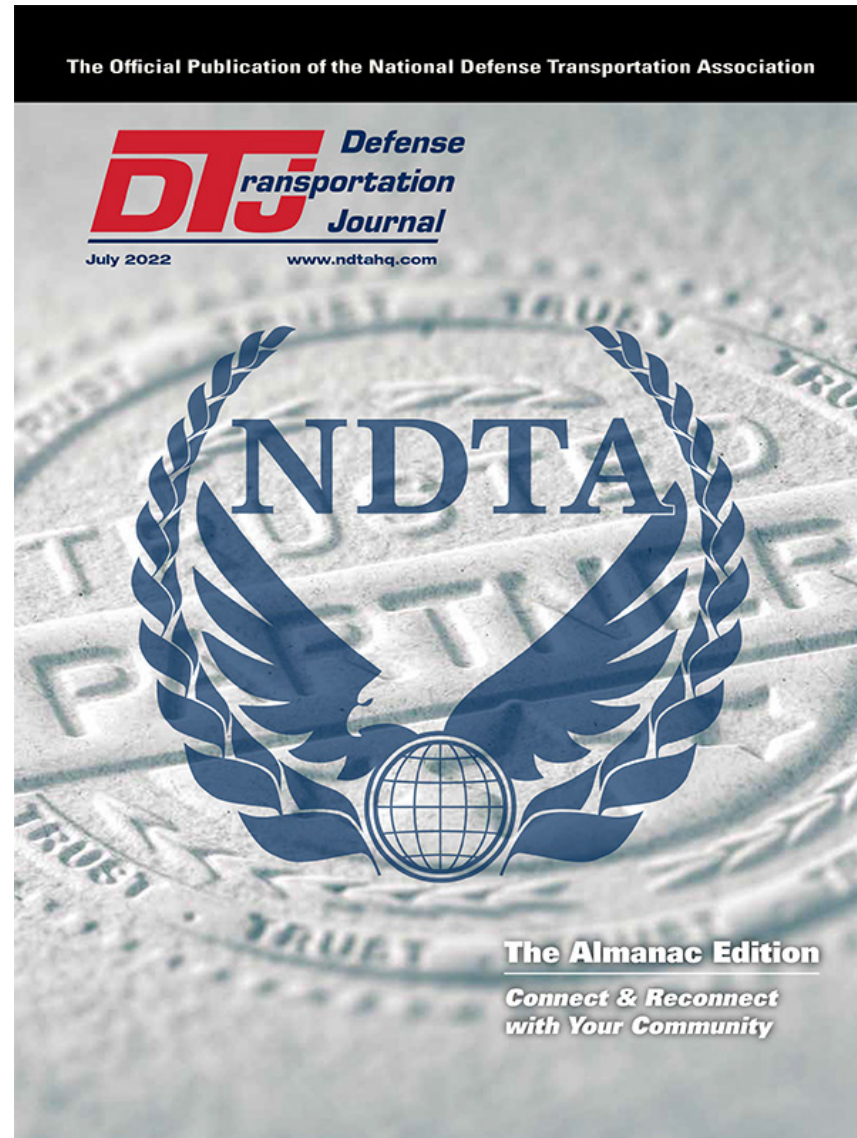
Carden Jennings Publishing Co., Ltd.
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The Defense Transportation Journal (DTJ), has been the authoritative voice for military and government logistics, transportation, distribution, security, and other critical topics for nearly 75 years. Today, the 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.



2023 EDITORIAL CALENDAR

FEBRUARY

State of the Defense Industrial Base

The Defense Industrial Base provides both capacity and capability to the US Government and Military. This issue of the DTJ will focus on what is being done to protect this critical “fourth component” from the risks and challenges it faces such as material shortages, labor issues, supply chain disruptions, and inflation.



APRIL

The Passenger Travel Issue and Look at Labor in Transportation, Logistics, and the Supply Chain

Inside this issue, leaders from government and commercial industry will examine some of the challenges, trends, technology, and strategies making an impact on the global travel system. In particular, labor has become an increasingly urgent concern across all logistics sectors. This edition of the DTJ will feature content related to labor issues within the travel industry. In addition, it will present highlights from the 2023 GovTravels Symposium, the premiere event where decision makers from government and industry gather to meet, learn and collaborate on common travel issues.



JUNE

The 2023 NDTA Almanac.

The Almanac edition of the DTJ is a vital resource for those in defense-related transportation, logistics, travel, and related industries. Published each June, the Almanac highlights the organizations and leaders from government, military, and industry you should know. A must-have desktop reference, this issue provides advertisers year-round exposure.

AUGUST

A Look at the National Defense Strategy, plus Inside the Surface Force Projection Conference

The National Defense Strategy (NDS) is the capstone strategic guidance for the Department of Defense. The 2022 NDS places a primary focus on deterrence of near-peer adversaries, as well as advancing collaboration between DOD and its growing network of US allies and partners. The August DTJ will provide a closer look at this crucial document. Plus, read coverage of the Surface Force Projection Conference (SFPC), which features subject matter experts in logistics and transportation from government and industry discussing ways to improve deployments by managing disruptions through the strategic ports



OCTOBER

The Leadership Issue, plus the NDTA-USTRANSCOM Fall Meeting Preview & NDTA Awards

This issue will focus on insights from leaders in defense transportation, logistics, travel and related industries. As the greater joint logistics enterprise prepare to gather for the annual NDTA-USTRANSCOM Fall Meeting, get a preview of what to expect and hear directly from key participants. Also inside this issue, organizations and individuals that have made noteworthy contributions to the Association, and to the greater logistics and transportation community, are recognized through the annual NDTA awards.

DECEMBER

The NDTA-USTRANSCOM Fall Meeting Wrap-Up and Trends Looking to 2024

This edition of the DTJ provides a synopsis of key presentations from the NDTA-USTRANSCOM Fall Meeting. Featuring critical insights on the most significant topics facing the defense transportation and logistics community, this a must-read issue. In addition, hear from industry insiders on some of the trends you can expect to see as we move into the new year.



DTJ AD SPECS & RATES

SALES INQUIRIES

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	1X	3X	6X
Full page	\$3,395	\$3,207	\$3,040
2/3 page	\$2,928	\$2,793	\$2,620
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1/2 page H	\$2,670	\$2,527	\$2,391
1/3 page	\$2,404	\$2,280	\$2,145
1/4 page	\$2,188	\$2,075	\$1,940
Cover Rates			
Cover 2	\$4,650	\$4,258	\$3,835
Cover 3	\$3,272	\$3,895	\$3,498
Cover 4	\$4,938	\$4,678	\$4,192
2 page spread	\$4,892	\$4,703	\$4,536

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CIRCULATION – Circulation 9,500, 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%.

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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.



2023 BANNER AD RATES/SPECS (Effective 1-1-2023)

	Rates <u>with</u> print packages			Rates <u>without</u> print packages		
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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@cj.com

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@cjpc.com.

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

2023 AD RATES/SPECS (Effective 1-1-2023)

	1-8 Weeks	9-24 Weeks	25-48 Weeks
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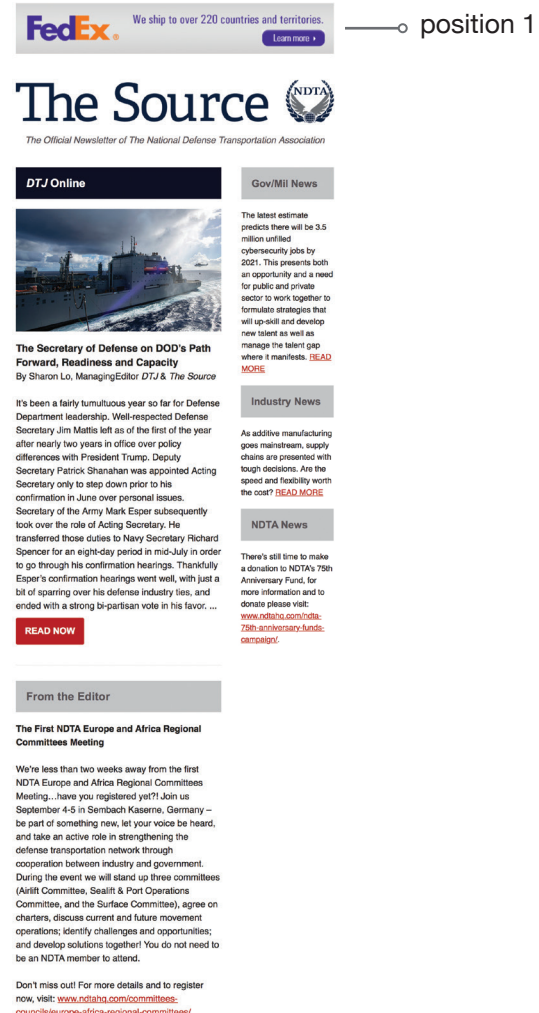
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position 1

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The Source 
The Official Newsletter of The National Defense Transportation Association

DTJ Online

Gov/Mil News

The latest estimate predicts there will be 3.5 million unfilled cybersecurity jobs by 2021. This presents both an opportunity and a need for public and private sector to work together to formulate strategies that will up-skill and develop new talent as well as manage the talent gap where it manifests. [READ MORE](#)

Industry News

As additive manufacturing goes mainstream, supply chains are presented with tough decisions. Are the speed and flexibility worth the cost? [READ MORE](#)

NDTA News

There's still time to make a donation to NDTA's 75th Anniversary Fund, for more information and to donate please visit: www.ndtahq.com/ndta-75th-anniversary-fund-campaign

[READ NOW](#)

From the Editor

The First NDTA Europe and Africa Regional Committees Meeting

We're less than two weeks away from the first NDTA Europe and Africa Regional Committees Meeting...have you registered yet? Join us September 4-5 in Sembach Kaserne, Germany -- be part of something new, let your voice be heard, and take an active role in strengthening the defense transportation network through cooperation between industry and government. During the event we will stand up three committees (Airlift Committee, Sealift & Port Operations Committee, and the Surface Committee), agree on charters, discuss current and future movement operations, identify challenges and opportunities, and develop solutions together! You do not need to be an NDTA member to attend.

Don't miss out! For more details and to register now, visit: www.ndtahq.com/committees-council@europe-africa-regional-committees/