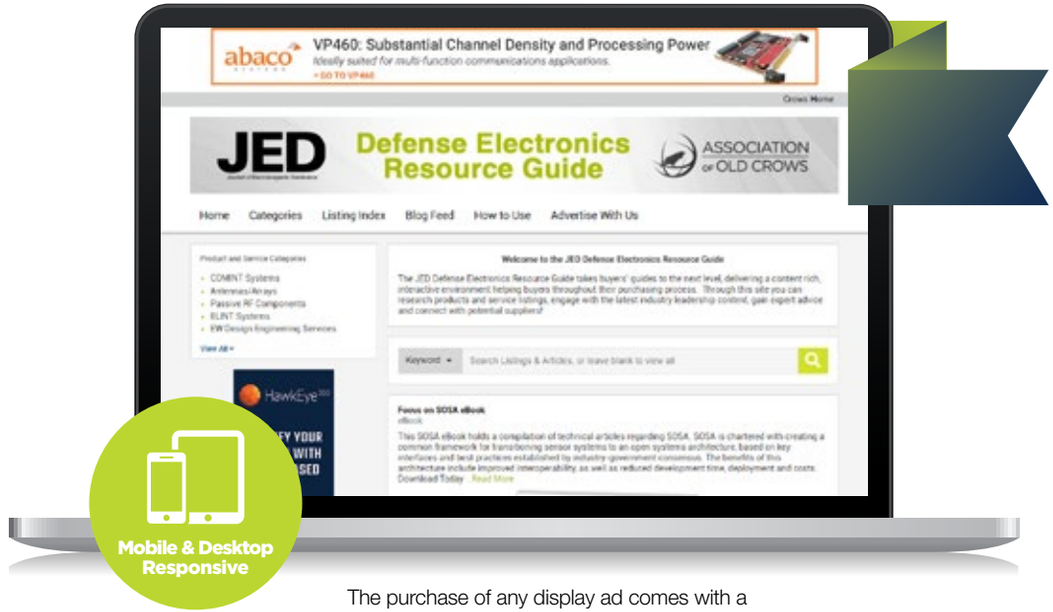
Defense Electronics Resource Guide

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.**



The purchase of any display ad comes with a **COMPLIMENTARY** Premier Listing – a $530 value!

A NEW CONTENT MARKETING OPPORTUNITIES

Content Level 1 – Native Ad | $1,000/month
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