The Value of Advertising in the Blackwater Tactical Weekly (BTW):

- Distributed every Monday morning via email to 100,000 unique subscribers.
- Forwarded to thousands of additional addresses by original recipients.
- Subscriptions continue to grow and have from the inception of the BTW in 2003.
- Each edition is archived on the Blackwater USA website and averages 30,000 visitors the first week posted.
- No Spam! All subscribers have knowingly requested their copy of the BTW and have always had (and will always have) the option to unsubscribe.
- Your Target Audience! The vast majority of subscribers are from the military and law enforcement communities (45% and 35%, respectively)

The Blackwater Tactical Weekly is a free weekly e-publication.
The BTW is dedicated to providing readers with valuable information from diverse sources regarding tactical, strategic, and geo-political security issues.

To view an Archived BTW, visit http://www.ustraining.com/new/btw/.
To subscribe to the BTW, visit http://www.ustraining.com/new/btw/subscribe.asp.

BTW Advertising Options by:

Month:
There is no minimum purchase requirement.

Quarter:
Quarterly customers receive a 10% discount off of the monthly price.

Six-Month:
Six-month customers receive a 15% discount off of the monthly price.

Year:
Annual customers will receive a 25% discount off of the monthly price.

If advertising for your company is handled through an ad agency, please have your contact call Brad Slade (see below).

Advertisement Type	1 month	3 months - 10%	6 months - 15%	1 year - 25%
(2) Skyscraper ads	$1,110	$3,000 $330	$5,670 $990	$10,000 $3,320
(1) Primary banner	$1,110	$3,000 $330	$5,670 $990	$10,000 $3,320
(1) Secondary banner	$890	$2,400 $270	$4,530 $810	$8,000 $2,680
(1) Tertiary banner	$670	$1,800 $210	$3,400 $620	$6,000 $2,040
(1) Quaternary banner	$670	$1,800 $210	$3,400 $620	$6,000 $2,040
(1) Quinary banner	$560	$1,500 $180	$2,830 $530	$5,000 $1,720
(2) Primary ad blocks	$450	$1,200 $150	$2,270 $430	$4,000 $1,400
(2) Secondary ad blocks	$330	$900 $90	$1,700 $280	$3,000 $960
(8) Tertiary ad blocks	$110	$300 $30	$570 $90	$1,000 $320

Directions:
Provide your Ad as an attached .jpeg or .gif file to bslade@totalintel.com. Upon receipt and confirmed payment by Thursday 12 PM EST/EDT, your ad will begin to run in the following Monday's BTW (*it is highly recommend that you contact us before you create an ad to ensure that the ad space you desire is available).*

Payment:
Payment can be made by credit card (Visa, MC, or AX via FAX or phone).

Contact:
Total Intelligence Solutions, LLC (TIS), a strategic partner of US Training, handles all advertising sales for the Blackwater Tactical Weekly (BTW). For more information, to obtain a quote, or to purchase ad space in an upcoming BTW, please contact:

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