



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 US Training Center website and averages 30,000 visitors the first week posted.
- No Spam! All subscribers have knowingly requested their copy of the BTW and have 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 Bevan Calo (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 bcalo@xeservices.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:

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BTW Media Kit
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www.ustraining.com