

## MS&T Sponsored Content

**Serving the defence training community for 39 years, together we will develop a custom solution to market your products in a way that is aligned with your campaign objectives.**

Take advantage of a high-profile online campaign promoting your Sponsored Content article using our online and social channels. This tailored opportunity allows you more flexibility than traditional advertising to communicate your message to the global defence training community.

Your full-service marketing campaign is based around a sponsored content article published on Halldale.com and on our *MS&T* digital channels. Combining the best of digital and social media promotional channels, your article allows you to communicate a sophisticated message to our readers and online audiences around the world.

*MS&T* showcases the latest technologies and practices for the defence simulation & training community with comprehensive coverage of international training challenges and effective solutions for all branches of service.

For further information, contact:

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Promote your  
simulation and  
training business  
with a bespoke  
promotional  
experience.



What's included:

## Online

Our dedicated team will work with you to develop your sponsored content. Your article will be published on the defence pages of [www.halldale.com](http://www.halldale.com) and for an additional fee can also be featured on the home page, including a large 1600 x 900 pixel image.

Featuring within the weekly MS&T Newsletter, maximum coverage is achieved through our global network of training leaders and an up to date, opted-in audience. The go-to global publication for the defence training community, MS&T is the best placed industry publication to deliver your marketing objectives.

The detail

- Fully search engine optimised
- Selected keywords in your article will be hyper link back to your landing page (2- keywords multiple times) (NB Premium only)
- Your article will be featured within the dedicated sponsored content area on the Halldale.com home page for one month with a large 1600 x 900 pixel image.
- Your article will remain on Halldale.com after the end of your campaign continuing to promote your company and services.
- Your article promoted in 4 editions (one month) of the MS&T eNewsletter as Premium sponsored content.
- Premium sponsored content is positioned "above the fold" towards the top half of the newsletter and includes an image, headline, and short article summary (please see the newsletter graphic on P4 of the attached online media info). Includes an 800 x 600 image (jpg or png)
- Standard sponsored content is positioned about halfway down the newsletter and includes an image on our website only (please see the newsletter graphic on P4 of the attached online media info)
- We recommend a length of about 600 to 900 words plus images in 800x600 pixels (jpg or png)
- An example of a recent online sponsored content article can be seen [here](#)®
- Your article promoted in 4 editions of the weekly MS&T eNewsletter (sample copy attached) as Premium or Standard sponsored content.



# 12,000

monthly visitors  
on Halldale.com

# 40,000

monthly page downloads  
on Halldale.com

# 33,000

weekly eNewsletter deliveries



What's included:

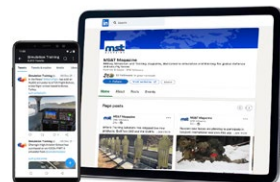
## Social

Amplify your social reach without compromising on credibility, by engaging with MS&T's audience of passionate safety training professionals. Supported by a dedicated social marketing team, we will support both strategy and implementation to ensure you hit your objectives of driving high quality traffic to your site.

Your posts will be shared weekly across all MS&T and Halldale social media channels, to a highly engaged audience, with regular monitoring to ensure optimum performance and measurable results.

The detail:

- Includes 1 post per week for one month on each of MS&T and Halldale LinkedIn accounts plus Halldale Twitter and Facebook accounts
- All posts relating to your campaign will tag your organisation and any named individuals/products/events you are promoting, plus we will include specific hashtags you wish to maximise.
- We recommend that you follow our Tweets and LinkedIn Posts and that you share links to your article across your own social media accounts.
- Ask your team and partners to like and share our Tweets and LinkedIn posts to further enhance social reach and performance of the social post, and that they share links to their article across their own social media accounts



**10,000**  
impressions pcm



**1,000**  
reach pcm.



**38,500**  
Halldale impressions pcm

**11,000**  
MS&T impressions pcm

Includes linked URLs back to  
your article/content

| Online   | Standard                          | Premium                           |
|--|-----------------------------------|-----------------------------------|
| Editorial support to maximise your content promotion   | ✓                                 | ✓                                 |
| Fully Search engine optimised  | ✓                                 | ✓                                 |
| Article promoted in four editions (one month) of the MS&T eNewsletter  | 4x                                | 4x                                |
| Image in newsletter  | ✗                                 | ✓                                 |
| Featured as Premium sponsored content in the newsletter  | ✗                                 | ✓                                 |
| Newsletter position  | Below the fold                    | Above the fold                    |
| Article on Halldale.com website  | ✓                                 | ✓                                 |
| Article featured within the dedicated sponsored content area on the Halldale.com home page for one month (reach 12% of all site traffic) | ✗<br><i>Available to upgrade*</i> | ✗<br><i>Available to upgrade*</i> |
| Article remains on Halldale.com post campaign continuing to promote your company and services  | ✓                                 | ✓                                 |
| Social   |                                   |                                   |
| One post per week for one month on each of MS&T and Halldale LinkedIn accounts plus Halldale Twitter and Facebook accounts.              | ✓                                 | ✓                                 |
| All posts include tag to your organisation and any named individuals/products/events you are promoting, plus specific hashtags.          | ✓                                 | ✓                                 |
| Social strategy and implementation support   | ✓                                 | ✓                                 |

### Pricing MS&T Sponsored Content

**Premium (per month):** \$6,255 / €5,375 / £4,635

**Standard (per month):** \$5,005 / €4,300 / £3,705

**\*Optional premium placement on the Halldale.com homepage for one month:** \$1,135 / € 975 / £840

For further information, contact:

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