

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:

Holly Foster

Email: holly.foster@halldale.com

Tel: +1 813 994 0191

(The Americas)

Jeremy Humphreys

Email: jeremy@halldale.com

Tel: +44 (0)1252 532009

(EMEA, APAC)

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

What's included:

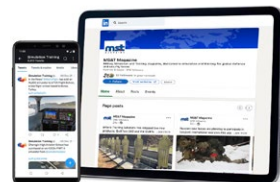
Social

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)	✗ <i>Available to upgrade*</i>	✗ <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:

Holly Foster (The Americas)
Email: holly.foster@halldale.com
Tel: +1 813 994 0191

Jeremy Humphreys (EMEA, APAC)
Email: jeremy@halldale.com
Tel: +44 (0)1252 532009