



About us

WorldSecurityDirectory.com is a platform entirely dedicated for the defense and security manufacturers, suppliers, associations, publishers, dealers, solution & service providers, event organizers among many others. It helps suppliers and manufacturers reach out globally to buyers and also in updating the defense community on various security events.

The Benefits Of Online Advertising

Online advertising compliments print advertising. Research shows that readers visit a web site at almost twice the rate after they see the web address in a print ad.

Additionally branding your products on the Internet is extremely important. With growing confidence in online buying, more and more people are heading toward the Internet to purchase products. Others, like retailer buyers and consumer buyers are researching your products online first, then buying them offline. Simply put, the companies who are not advertising online will miss the entire market segment.

Advertising Options

WorldSecurityDirectory.com offers many marketing and exposure opportunities including...

- Banner Advertising
- Text Link Advertising (Featured)
- Silver, Gold and Sponsored Listings
- Platinum Sponsorships

Banner Advertising

WorldSecurityDirectory.com offers several banner opportunities.

➤ **Sponsorship Top Right Side Banner (468x60 px) - \$999 a year**

This is ideal for your branding and awareness. The banner rotates on the all top right hand pages.

➤ **Top side Centre Banner below Menu (468x60 px) - \$899 a year**

This is ideal for your branding and awareness. The banner rotates on the all top right hand pages.

➤ **Standard Bottom Side Banner (468x60 px) - \$699 a year**

The banner rotates on the bottom of worldsecuritydirectory.com on every page. This is our most inexpensive rotating banner option.

➤ **Box Banner (150x80 px) - \$499 a year**

It will consist of Banner based Advertising on the right side of the Home Page itself.

➤ **Special Category Zone Box Banner (150x80 px) - \$299 a year**

Pick where you want your banner to run in the specified single parent category along with its sub categories on right hand of pages.

Boosting site traffic: The mostly likely thing that you will use banner advertising for.

- To market & sell more of your product(s) or service(s).
- To be able to inform buyers to your new product or service, or present them a unique deal/discount.
- To spread your thoughts about a certain topic.
- To get people to remember your company's name!

Banner Advertising Specifications:

File Formats: **.gif or .jpg**

File Size: **< 20k**

Animation: **Unlimited looping**

Alt Text: **30 words**

Text Link Advertising (Featured)

Focus in placing static text link ads on high quality, high traffic web Sites. Search engines view a static link to your website as a "vote" of popularity for your website. The common term for this is link popularity.

Link popularity is a massive part in top **search engine rankings**. Our clients have experienced a dramatic increase in link popularity and targeted traffic with our ads. This enhances in targeted link popularity has allowed our clients to propel past their competition in the natural or algorithmic search engine results.

This double benefit of both **targeted traffic** and search engine ranking benefit is what makes our text link ads the hottest advertising offered online today!

It appears on **ALL right hand pages "Featured" block** across the site. Live link to your web site homepage or (preferably) a specific page within your site. Ideal for traffic generation (click-throughs), event promotion and product launches.

- **\$99 a month**

- **\$999 a year**

Text Link Specifications:

Title should not exceed above 20 character

Company Listing

Link in World Security Directory

Silver Listing - \$49

Your listing will be reviewed and approved within 24 hours. No deep links. No additional categories.

Golden Plan - \$99

This listing plan will allow you to add 5 categories as crossed and 5 deep links from one site for unlimited time.

Sponsored Listing - \$199

This link will be marked as featured and allows you to add 8 categories as crossed and 5 deep links from one site for a period of 1 year.

Platinum Sponsorships

To gain maximum exposure, we have designed larger scale sponsoring options. These sponsors will have priority exposure and be given first opportunity for new sponsoring options.

1 Year Platinum Sponsor - \$1999

The following package includes:

- **Sponsorship Top Right Side Banner (468x60 px) - \$999 a year**
- **Box Banner (150x80 px) - \$499 a year**
- **Text featured listing at right hand side of all pages - \$999 a year**
- **Sponsored Listing - \$199**

(This link will be marked as featured and allows you to add 8 categories as crossed and 5 deep links from one site for a period of 1 year.)

Total worth of \$2696

Growing YOUR business with our targeted marketing solutions

Contact us:

marketing@WorldSecurityDirectory.com