

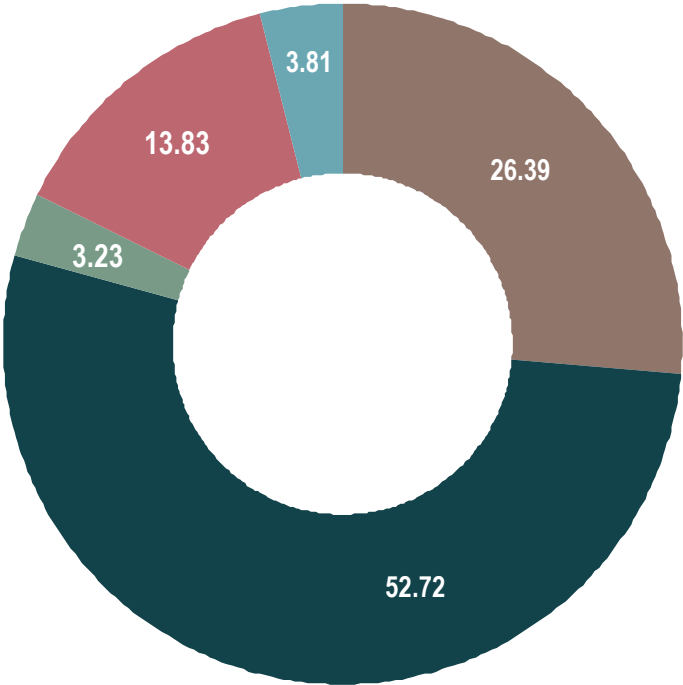
**LOCKHEED MARTIN F-35
DEFENSE MEDIA NETWORK MEDIA PACKAGE PROPOSAL**





Defense Media Network (DMN) is a website that provides in-depth coverage of major defense programs and issues. Thousands of military and defense industry leaders visit DMN on a frequent basis, trusting the site for its in-depth coverage of major “big picture” defense programs. The very definition of the F-35 is a “big picture” program and therefore aligning the F-35 with DMN makes for a natural fit.

AUDIENCE (%)



- DoD
- Air Force, Army, Marines, Navy
- Congress
- Industry Contractors
- International Partners

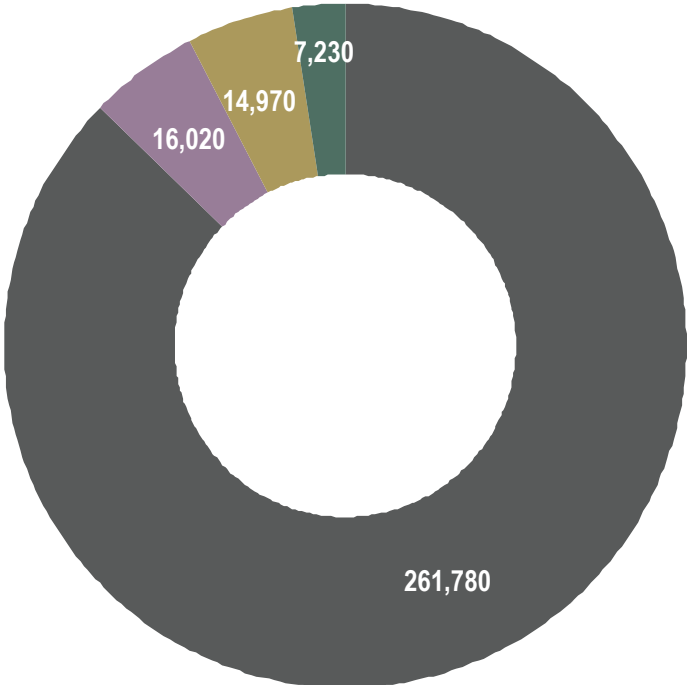


Deliverable
June 1, 2011 - Dec. 31, 2011

Ad impressions
500,000 during campaign
[6/11-12/11]

Unique visits
300,000 during campaign
[6/11-12/11]

GEOGRAPHY (estimated number of visits during campaign)



- United States
- Canada
- United Kingdom
- Australia



Trust in our editorial mission. To devote significant editorial to the F-35 conforms to DMN's mission profile because DMN is a recognised voice in the delivery of content dedicated to major defense programs. Right now a simple "JSF" search on our site will return multiple F-35 stories from our "JSF" tag. So infusing the site with additional F-35 specific content that is intentionally crafted to meet the educational and informative goals of your campaign can be seamlessly fulfilled.

The screenshot shows the Defense Media Network (DMN) website. The main article is titled "Marine F-35B and F-35C Plans Are Detailed for the First Time". The article is written by Robert F. Dorr on March 26, 2011. It discusses the U.S. Marine Corps' plans to operate the F-35B and F-35C Lightning II Joint Strike Fighters (JSF). The article mentions that the U.S. Marine Corps is questioning whether the short takeoff/vertical landing (STOVL) F-35B version may be in jeopardy. It also mentions that Gen. James F. "Tanner" Amos, commandant of the Marine Corps, defends the F-35B, but acknowledges that its future is less clear than it once was. The article also mentions that the U.S. Navy is questioning whether the 40 air force aircraft will be built. The article is categorized under "Aviation, Marine Corps, Naval" and has tags for "JSF, Military News, US Marine Corps, US Navy". There are social media sharing options for Facebook, Twitter, and LinkedIn. The article is also featured in the "Latest Edition" and "Recent Comments" sections.

JSF media provider. Faircount Media Group has already established itself as an F-35 media provider by creating publications for the F-35 Joint Program Office, telling the story of the development of the Joint Strike Fighter program.



Contributors. Various subject matter experts will be invited to write F-35 editorials including:

- **J.R. Wilson** has been a full-time freelance writer, focusing primarily on aerospace, defense and high technology, since 1992, when he finished a four-year assignment as North American group editor for the UK-based *Jane's Information Group*.
- **John D. Gresham** is an author, researcher, game designer, photographer, and military commentator with numerous publishing, design, speaking, and television appearance credits in his portfolio. He was the primary researcher and partner to Tom Clancy on his best-selling series of non-fiction "guided tour" books about military units.
- **Robert F. Dorr** is an Air Force veteran (1957-60), a retired U.S. diplomat (1964-89), and an author (1955-present) of more than 70 books, as well as magazine articles and newspaper columns. He writes a weekly commentary for *Air Force Times* newspaper and a monthly feature for *Aerospace America* magazine.
- **Clarence A. Robinson Jr.** is the author of *Battleground High*, a book in progress on missile defense. He is editor-in-chief (Emeritus) and editor at large, *Signal* magazine, and a former senior editor at *Aviation Week & Space Technology*.



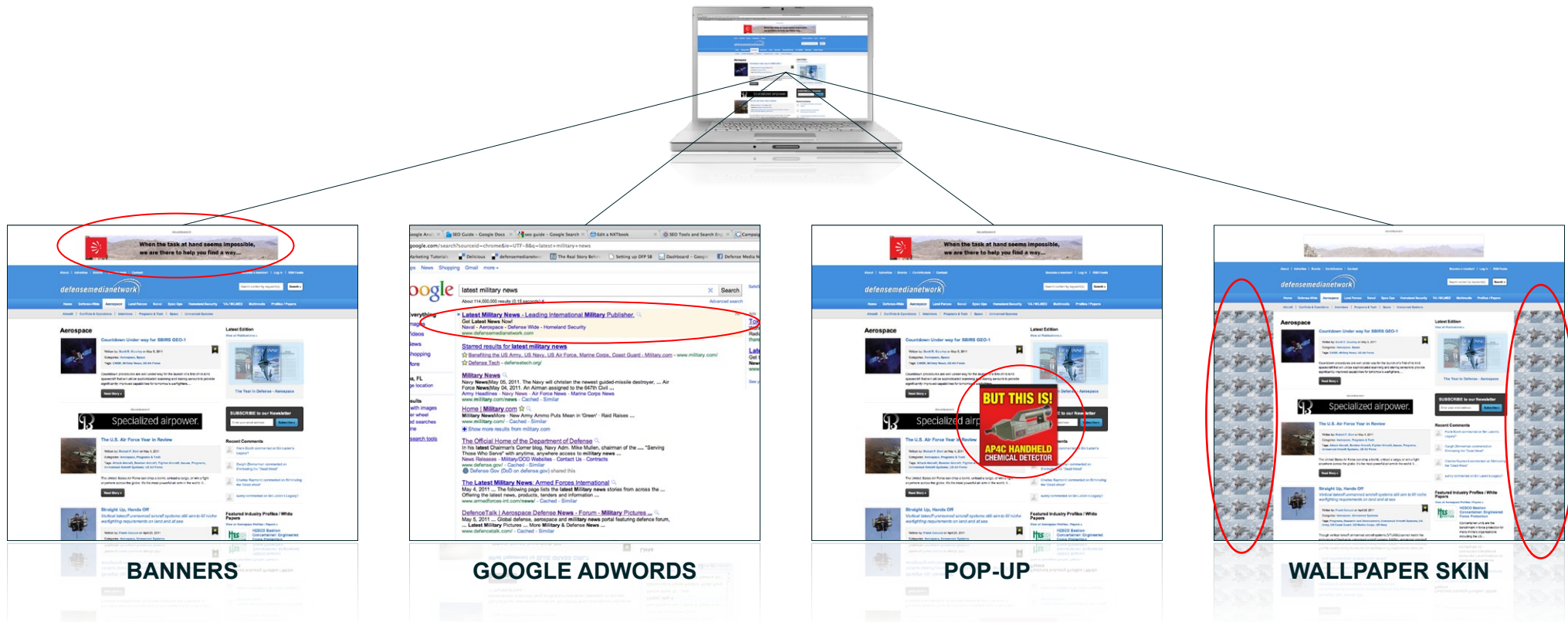
Banners. Site wide leaderboard (top/bottom); Square on member registration page.

Pop-ups. Pop-up ads can appear anywhere on the site and contain various rich media such as video or flash animation.

Wallpaper skin. We can fill the area outside of the web frame with a tiled image of your choice.
Site wide: 1920 pixels x 1200 pixels (900 pixels of zero content across center line).

Google Adwords. We can incorporate keywords (F-35, JSF, etc.) into paid Google searches. The results of these searches are sponsored display ads with specific F-35 content. They can contain a re-direct to DMN's F-35-specific content or any other site of choice.

Facebook. Simple HTML coding for a Facebook tab, set up as a landing page. This will promote the F-35 to Facebook fans and direct them to our "wall."





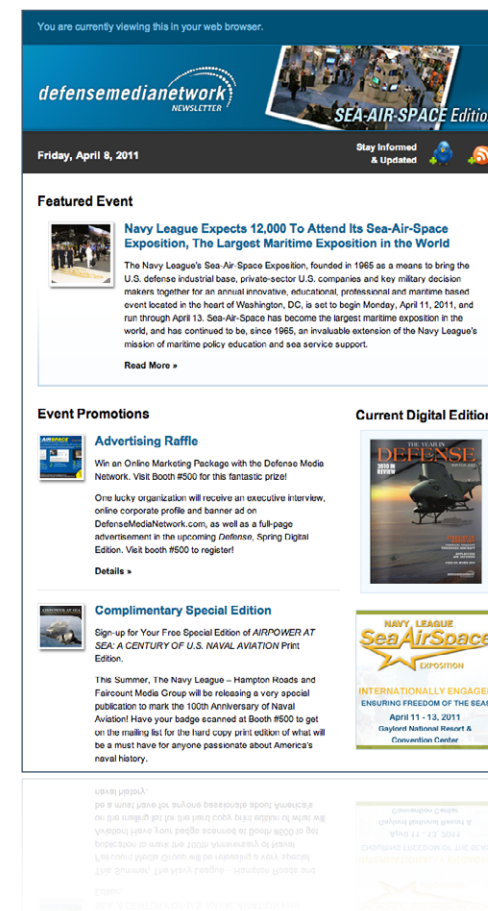
Digital editions of our print publications such as *Defense* or special editions for military anniversaries or special programs are accessed directly through DMN, from the newsletter or via indexed Google searches. A unique advertising position exists on a digital publication, unavailable on a print edition, known as the *pre-cover*. This package will include the *pre-cover* for the F-35 on various digital publications. Your ad can include whatever rich media you see fit to incorporate.

The DMN newsletter goes out weekly to our members. It includes one main feature and three stories. It also includes banner advertising. We will devote one main feature per month to the F-35. An advertisement will run on the newsletter each week during the campaign.

DIGITAL EDITION WITH PRE-COVER



NEWSLETTER





Sponsorship of site or specific pages or sections. For example, the Aerospace Category Home Page section could be presented by the F-35. This text will be hard coded (not a banner) onto the category home page, therefore the strength and depth of your sponsorship will not be minimized or diluted by an additional banner.

F-35 special category. An F-35 “child” category can be added to the Aerospace categories menu. F-35-specific content that is already tagged will aggregate in this sub-area. This creates an F-35 branded section within DMN and easily allows readers to navigate to F-35 dedicated content under one heading.

F-35 SPONSORSHIP AND EXCLUSIVE SUB-CATEGORY ON DMN WEBSITE

The screenshot displays the DMN website interface. At the top, an advertisement banner reads: "When the task at hand seems impossible, we are there to help you find a way...". Below this, the navigation bar includes links for "Home", "Contributors", and "Contact". The main header features the DMN logo and a search bar. A red circle highlights the text "presented by the F-35 Lightning II" in the header area. The navigation menu includes categories such as "Aerospace", "Land Forces", "Naval", "Spec Ops", "Homeland Security", "VA / MILMED", "Multimedia", and "Profiles / Papers". A sub-menu for "Aerospace" is visible, with "F-35" highlighted by a red circle. The main content area displays a featured article titled "Countdown Under way for SBIRS GEO-1" by Scott R. Gourley, dated May 5, 2011. The article categories are "Aerospace, Space" and tags include "C4ISR, Military News, US Air Force". A "Read Story" button is present. To the right, a "Latest Edition" section shows the cover of "The Year in Defense - Aerospace" magazine, featuring an F-35 aircraft. The footer contains various links and contact information.



OPTION 1 (\$100,000)

- **paid editorial** – 6 x paid editorial features (June – Dec. 2011)
(examples: interviews/stories/technical pieces – includes option to embed video)
- **newsletter** – 6 x newsletter monthly features + banner ad
- **digital editions** – *Defense* Summer 2011
– *Defense* Fall 2011

ADVERTISEMENTS

- **banners** – site wide leaderboard (top/bottom)
– square on member registration page
- **pop-ups** – aerospace home page pop-up (appears on every page load)
- **wall paper** – site wide: 1920 pixels x 1200 pixels
(900 pixels of zero content across center line)
- **google adwords** – 250x250 keyword driven display ad delivered in Google sponsored ads. Ad can be F-35-specific and directs readers to either DMN or any site of your choice
- **sponsorship** – aerospace home page presenting sponsor

OPTION 2 (\$200,000)

upgrades from option 1 in red

- **paid editorial** – **10** x paid editorial features (June – Dec. 2011)
(examples: interviews/stories/technical pieces – includes option to embed video)
- **F-35 special “child” category** – F-35-specific content that is already tagged will aggregate in this sub-area

- **newsletter** – 6 x newsletter monthly features + banner ad

- **digital editions** – pre-cover and **back covers** on the following 4 editions (includes rich media):
– *Defense* Summer and Fall 2011
– *Airpower at Sea: Centennial of Naval Aviation*
– *F-35 Joint Strike Fighter: Volume 2*

ADVERTISEMENTS

- **banners** – site wide leaderboard (top/bottom) – exclusive
– square on member registration page – exclusive
- **pop-ups** – aerospace, **naval, defense wide home** pages pop-up (appears on every page load)
- **wall paper** – site wide: 1920 pixels x 1200 pixels
(900 pixels of zero content across center line)
- **google adwords** – 250x250 keyword driven display ad delivered in Google sponsored ads. Ad can be F-35-specific and directs readers to either DMN or any site of your choice
- **facebook ad campaign**
- **sponsorship** – aerospace category page presenting sponsor
– **naval home category page presenting sponsor**
– **defense-wide category page presenting sponsor**