

# Jane's Land-Based Air Defence Advertising Opportunities

Jane's Land-Based Air Defence makes gathering intelligence quick and easy. It provides details on system development and status, technical descriptions, variants, specifications, country inventories, manufacturer details and over 900 photographs to support recognition.

## Long shelf life

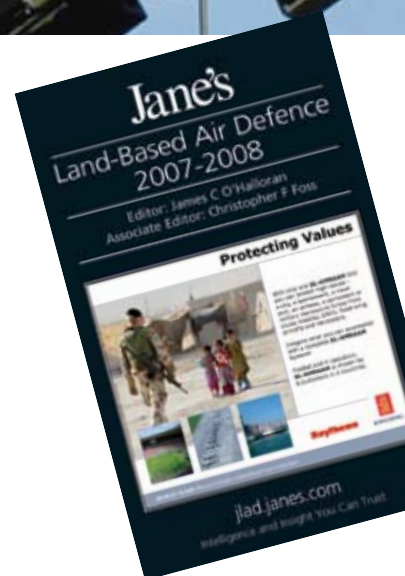
Your message lasts a year or longer

## Frequently used

Each copy a reference for a wide variety of government, military and industry personnel in the field, in the office and in the library

## Widely respected

Editorial excellence by the world's leading experts



## Be more than a name in the book

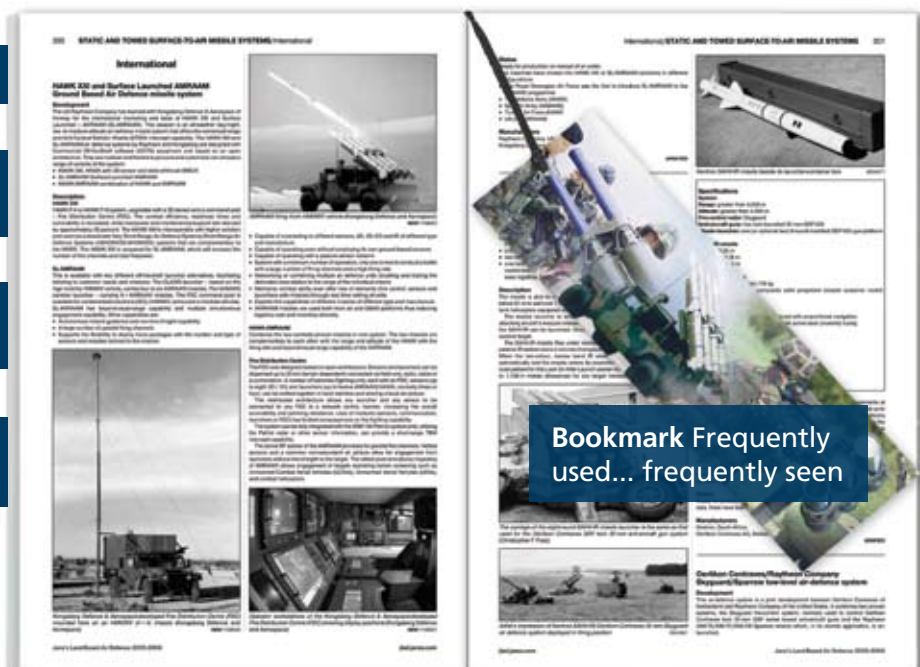
Reserve a commanding position and keep ahead of your competitors

front cover

inside front cover

opposite the contents

under the contents



opposite the executive overview

advertise against your competitor

your fractional on every index page

back cover

## This essential yearbook covers such areas as:

- Static and man-portable SAMs
- Self-propelled SAMs and anti-aircraft guns
- Towed SAMs, anti-aircraft guns and sights
- Shelter- and container-based SAMs
- Anti-aircraft control systems
- Multipurpose missile systems

# Jane's

Intelligence and Insight You Can Trust

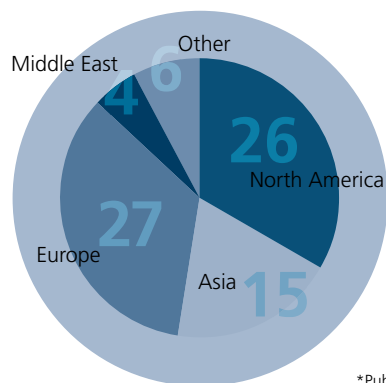
# Advertise in the world's definitive guide to land-based air defence

## Additional benefits to you

- Qualify for a free copy of the yearbook (minimum half page, four colour ad)
- Book the front cover and sponsor [jlad.janes.com](http://jlad.janes.com) – FREE
- 1,000 additional bookmarks when you sponsor the yearbook bookmark
- All advertisers appear in [janes.com](http://janes.com) "View Advertisers" section for up to a year

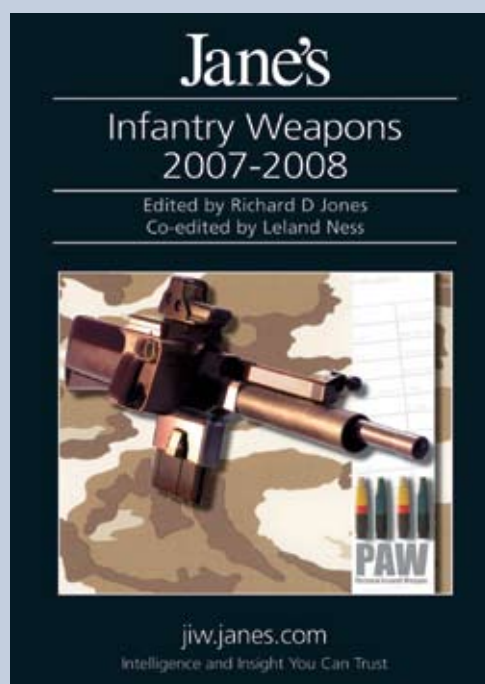
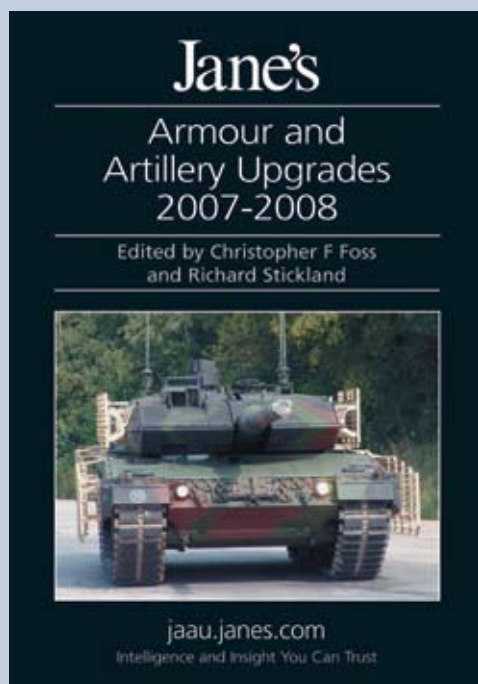
## International readership

Total readership: 68,040\*



\*Publisher statement, Dec. 2006

## Other key titles of interest:



For complete details, including rates for displaying in Jane's other yearbooks and bi-annuals, please contact your sales representative.

## Call to reserve your space today

UK/ROW Tel: +44 (0) 20 8700 3738

US Tel: +1 (703) 236 2410

e-mail: [defadsales@janes.com](mailto:defadsales@janes.com)

<http://advertising.janes.com>

# Jane's

Intelligence and Insight You Can Trust