NTSA NATIONAL TRAINING AND SIMULATION ASSOCIATION
THE VOICE OF THE TRAINING & SIMULATION COMMUNITY



2026 ADVERTISING OPPORTUNITIES

30 NOV – DEC 3, 2026 ▶ ORLANDO, FL ▶ IITSEC.ORG

NDIA

I/ITSEC 2026 Advertising Pricing

The official publications of I/ITSEC are widely distributed to the decision-makers in industry, government, and the armed forces attending I/ITSEC. Your organization's advertisement in these publications is an excellent way to take advantage of this distribution and invite your customers and potential partners to your organization's exhibit, product demonstration, and website.



National Defense Magazine

- Available to all attendees, exhibitors, and visitors
- Included in the attendees' conference bags
- Available at registration and other locations throughout the convention center
- Will receive exposure beyond the walls of the convention center to our over 54,000 monthly subscribers.

The I/ITSEC Show Daily

- A daily roundup of the top news from each day of I/ITSEC, making it a "must read" during the conference
- Distributed daily at the conference center, to rooms of choice hotels, and uploaded to the I/ITSEC website

A limited number of digital banners are available on the I/ITSEC website to market your organization – before, during, and after I/ITSEC 2026.

Premium Bundle Rates

GOLD BUNDLE — $11,000

Full-Page Bundle -A total of five full-page ads

- Save over $6,000
- Full-page ad in the December 2026 of *National Defense* Magazine
- Full-page ad in all issues of the I/ITSEC Show Daily

SILVER BUNDLE — $8,500

Half-Page Bundle - A total of five half-page ads

- Save over $5,000
- Half-page ad in the December 2026 of *National Defense* Magazine
- Half-page ad in all issues of the I/ITSEC Show Daily

I/ITSEC Show Daily Advertising Pricing

PACKAGE 1 — SOLD

Back Cover ad in all four issues

PACKAGE 2 — $9,000

Inside Front Cover and Inside Back Cover ads in all four issues

PACKAGE 3 — $8,000

Full-page ad in all four issues

PACKAGE 4 — $7,000

Half-page ad in all four issues

PACKAGE 5 — $6,000

Quarter-page Vertical Ad in all four issues

FULL-PAGE — $4,000

Full-page ad in one issue

HALF-PAGE — $3,000

Half-page ad in one issue

QUARTER-PAGE — $2,500

Quarter-page ad in one issue



Space & Electronic Materials Deadline:
October 26, 2026

Pricing is net payable in U.S. dollars. All prices are for four-color advertisements.

National Defense Magazine Advertising Pricing



COVERS

Back (Cover 4)	SOLD
Inside Front (Cover 2)	$10,000
Inside Back (Cover 3)	$9,400

FOUR-COLOR

Spread	$15,000
Full-page	$9,500
Half-page	$6,750

TWO-COLOR

Spread	$14,000
Full-page	$8,500
Half-page	$5,750

Space & Materials Deadline: October 26, 2026

Pricing is in U.S. dollars and includes an ad in the December 2026 issue of *National Defense* Magazine.

I/ITSEC SPOTLIGHT

The I/ITSEC Spotlight is a daily email that reaches all attendees with news from the conference highlights, editorial content, a daily wrap-up, and a look-ahead for the next day.

For $4,000 net, this digital advertising opportunity delivers ads right to attendees' inboxes in daily emails that are opened on average by 38.7% of recipients.

- 1 daily push to all attendees, delegations, and exhibitors
- 650 X 150 Ad
- 300 X 250 Ad
- Exclusive to One Advertiser



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