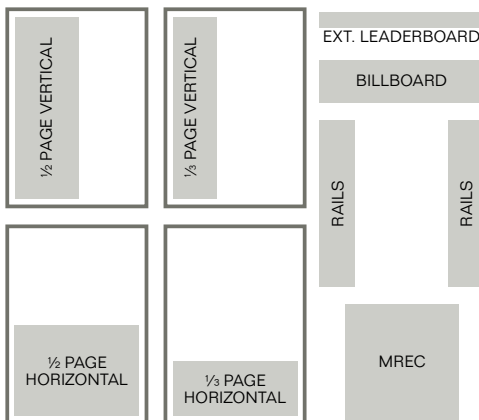


## Material specs

MATERIAL SIZE	WIDTH	HEIGHT
<b>PRINT</b> All specs are in mm		
FP (trimmed**)	210	297
½ page vertical	90	260
½ page horizontal	170	120
⅓ page horizontal	170	85
¼ page square	90	120
Please add 5mm bleed to all FP ads.		
<b>DIGITAL</b> All specs are in pixels		
Billboard	960	250
Extended Leaderboard	960	90
Rails (x2)	160	750
MREC	300	250



## Deadlines For 2023-2024

	EDITION 59	EDITION 60
Booking	8 September 2023	12 April 2024
Publish	November 2024	June 2024



## DEFENCE INDUSTRY GUIDE

# Agency Only US Net Rates 2023/2024

Serving as a communications bridge between defence and industry, **ADM** plays an important role in the ongoing dialogue among the key defence and defence industry stakeholders.

## Guide Rates

Period: 12 months (Two print editions + 12 months online).

PRINT & ONLINE	CATEGORIES*	DIGITAL ADS**	PRINT ADS	CONTENT	PRICING***
<b>BRONZE PACKAGE</b>	3	x	x	x	\$486
<b>SILVER PACKAGES</b>					
Silver 01	3	x	1/4 page	x	\$1244
Silver 02	3	x	1/3 page	x	\$1396
Silver 03	3	x	1/2 page	x	\$1662
Silver 04	3	x	1 page	x	\$2640
<b>GOLD PACKAGES</b>					
Gold 01	4	✓	1/4 page	x	\$3502
Gold 02	4	✓	1/3 page	x	\$3652
Gold 03	4	✓	1/2 page	x	\$3920
Gold 04	4	✓	1 page	x	\$4904
<b>PLATINUM PACKAGES</b>					
Platinum 01	4	✓	1/4 page	✓	\$4412
Platinum 02	4	✓	1/3 page	✓	\$4562
Platinum 03	4	✓	1/2 page	✓	\$4830
Platinum 04	4	✓	1 page	✓	\$5820

ADDITIONAL OPTIONS	CATEGORIES*	PRICING***
Option 01- Extra categories	up to 4, per cat	\$116
Option 02- Extra categories	5+, per cat	\$88
Option 03- Expanded capability statement	each	\$48
Option 04- Extra branches	each	\$18
Option 05- Online Quad Chart listing	each	\$116
Option 06- Video online with listing	each	\$150
Option 07- Photo gallery online with listing	each	\$150
Option 08- Filler ad in print edition	each	\$42
Option 09- MREC on Company page	each	\$116
Option 10- Priority listing online	each	\$116
Option 11- Pdf link on listing	each	\$116
Option 12- Sponsored content on Headlines	each	POA
Option 13- Online Personnel Profiles	each	\$192

\* Categories relate to specific products or services under which a supplier can choose to list. Please refer to the Category List to select your required categories or discuss with the Guide & Sponsorship Sales Manager. Standard category listings are used to describe individual capabilities related to the category. Word limits apply but if you wish to exceed these size limits, additional charges apply. The information is fully searchable online in addition to being published in the print edition.

\*\* Digital advertising on the ADM website dedicated to the Defence Industry Guide. Digital advertising includes one leaderboard, one billboard, one set of rails, and nine MRECs (medium rectangle) displaying on the website, one per month over twelve months.

\*\*\* Pricing includes 10% commission.

**CONTACT Mark McConkey** Guide & Sponsorship Sales Manager

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UPDATED: 13 JUN 2023