



A key component of ADM's Defence-Industry engagement is our significant digital presence, with two newsletters each week, and active social media engagement. ADM is the only print publication with a dedicated Online Editor.

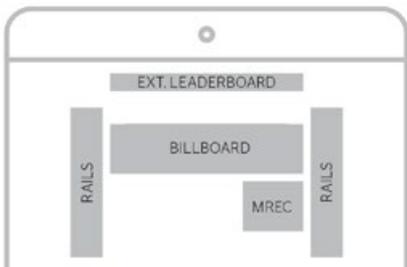
MATERIAL SPECS

Online material deadline is five business days prior to publishing.

WEBSITE

MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Billboard	250	960
Extended Leaderboard	90	960
MREC	250	300
Pop Up	490	590
EDM	800-1,000	600
Gutter/Rail Ads x 2	750	160

No file size is to exceed 100kb. Multiple slides or files can be sent for sequencing.



eNEWSLETTERS

MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Banner	90	600
Medium Banner	60	468

MAX FILE SIZE

To facilitate fast loading, no file to exceed 100kb.

DEADLINES

Website and eNewsletter online material deadline is five days prior to publishing. EDM broadcast material deadline is 10 days prior to publishing.

DIGITAL RATES

www.australiandefence.com.au

ADM Online is the trusted site serving the business of defence from the leading defence business magazine – ADM. RATES ARE PER MONTH.

GENERAL RATES*	1x (\$)	4x (\$)	ADM Advertiser (\$)
Billboard	2,500	2,250	2,125
Extended Leaderboard	2,100	1,890	1,785
Rails	2,200		
Pop-UP (7-days only)	2,000		
MREC	1,500	1,350	1,275
EDM (max three per annum)	3,700		
Newsletter Banner	1,000	900	850
Newsletter Medium Banner	800	720	680

Currency: Australian \$ Rates are gross (excluding GST) *Rates do not include GST. Australian companies add 10%.

10% Agency commission allowed. Advertisers may be billed in US dollars. Please enquire for US dollar rates based on the current exchange rate.

SAVE MONEY! BOOK A PROMOTIONAL PACKAGE

All packages are for a calendar month.

	1x (\$)	ADM Advertiser* (\$)
• PLATINUM: Website Billboard & Banner on the newsletters	2,960	2,700
• GOLD: Website Extended Leaderboard & Medium Banner on the newsletters	2,460	2,250
• SILVER: Website MREC & Medium Banner on the newsletters	1,960	1,790

*To qualify to receive the ADM Advertiser discount rate, a minimum of three print ads must be booked over the year.

ELECTRONIC DIRECT MAIL (EDM)

ADM EDMs offer advertisers direct engagement with a dedicated audience of defence and defence industry readers who trust the ADM name.

