



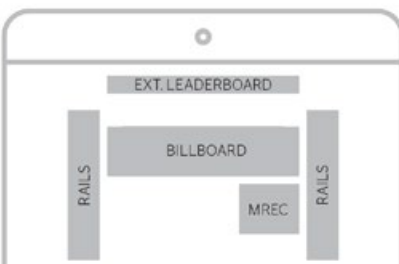
Serving as a communications bridge between defence and industry, ADM plays an important role in the ongoing dialogue among the key defence and defence industry stakeholders.

PRINT MATERIAL SPECS



ONLINE MATERIAL SPECS

Online material deadline is five business days prior to publishing.



NEW PRINT RATES, IN USD NET. FOR NEW BOOKINGS, FROM 10 SEPTEMBER 2018

FREQUENCY	1-x Casual	3-x	5-x	11-x
Double page Spread[#] finished 297mm H x 420W	4570	4180	3945	3740
Double Half Page[#] finished 145mm H x 420W	2750	2600	2500	2415
Full Page[#] finished 297mm H x 210mm W	2550	2300	2190	2070
Half Page finished 275mm H x 120mm W (vert) or 135mm H x 185mm W (horiz)	1370	1300	1250	1200
Cover 2, Inside Front – A4 finished	2980	2705	2570	2440
Cover 3, Inside Back – A4 finished	2850	2590	2460	2320
Cover 4, Outside Back – A4 finished	3100	2810	2720	2530

[#]For DPS, DHPS and FPs, add 5mm bleed all round.

NEW ONLINE RATES, IN USD NET. FOR NEW BOOKINGS, FROM 10 SEPTEMBER 2018.

FREQUENCY	1-x	4-x	ADM Print Advertiser Rates*
1. Website Billboard 250H x 960W	1720	1550	1465
2. Website Extd Leaderboard 90H x 960W	1445	1300	1230
3. Rails 750H x 160W	1515	1515	1515
4. POP-UP (seven days) 490H x 590W	1380	1380	1380
5. Website MREC 250H x 300W	1035	930	880
7. EDM (restricted offering) 800H+ x 600W	2550	2550	2550
8. Newsletter Banner 90H x 600W	690	620	585
9. Newsletter mid-Banner 60H x 468W	550	495	470
10. Platinum: Billboard & N/L Banner	2040	2040	1860
11. Gold: Ext LdrBrd & Med N/L Banner	1695	1695	1550
12. Silver: Web MREC, Med N/L Banner	1350	1350	1235

* To be offered ADM Print Advertiser Rates, a company must book a minimum three print ads in the same year.

** To facilitate fast loading, no file over 100kb

Rates subject to change based on movements in exchange rates.

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.

