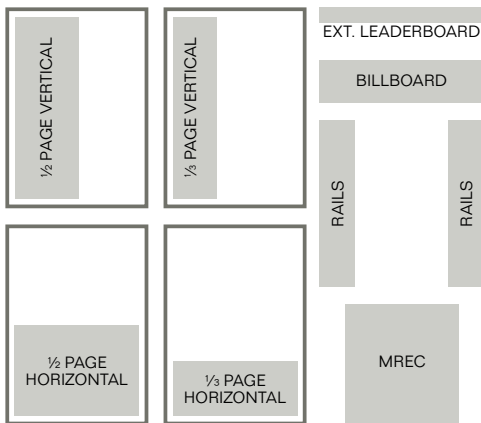




Material specs

MATERIAL SIZE	HEIGHT	WIDTH
PRINT*		
FP (trimmed**)	297	210
½ page vertical	275	120
½ page horizontal	135	185
⅓ page vertical	275	57
⅓ page horizontal	75	185
DIGITAL***		
Billboard	960	250
Extended Leaderboard	960	90
Rails (x2)	160	750
MREC	300	250

*All specs are in mm
 **Please add 5mm bleed to all FP ads.
 ***All specs are in pixels



Deadlines For 2021

	EDITION 54	EDITION 55
Booking	10 April 2021	10 September 2021
Publish	June 2021	November 2021

ADM DEFENCE INDUSTRY GUIDE Rates 2021

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***
BRONZE PACKAGE	3	x	x	x	\$650
SILVER PACKAGES					
Silver 01	3	x	1/4 page	x	\$1,650
Silver 02	3	x	1/3 page	x	\$1,850
Silver 03	3	x	1/2 page	x	\$2,200
Silver 04	3	x	1 page	x	\$3,500
GOLD PACKAGES					
Gold 01	4	✓	1/4 page	x	\$4,650
Gold 02	4	✓	1/3 page	x	\$4,850
Gold 03	4	✓	1/2 page	x	\$5,200
Gold 04	4	✓	1 page	x	\$6,500
PLATINUM PACKAGES					
Platinum 01	4	✓	1/4 page	✓	\$5,850
Platinum 02	4	✓	1/3 page	✓	\$6,050
Platinum 03	4	✓	1/2 page	✓	\$6,400
Platinum 04	4	✓	1 page	✓	\$7,700

ADDITIONAL OPTIONS	CATEGORIES*	PRICING***
Option 01- Extra categories	up to 4, per cat	\$150
Option 02- Extra categories	5+, per cat	\$120
Option 03- Expanded capability statement	each	\$60
Option 04- Extra branches	each	\$20
Option 05- Online Quad Chart listing	each	\$150
Option 06- Video online with listing	each	\$200
Option 07- Photo gallery online with listing	each	\$200
Option 08- Filler ad in print edition	each	\$50
Option 09- MREC on Company page	each	\$150
Option 10- Priority listing online	each	\$200
Option 11- Pdf link on listing	each	\$200
Option 12- Sponsored content on Headlines	each	POA
Option 13- Online Personnel Profiles	each	\$250

* 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 Coordinator. 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 is subject to 10% GST.

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