

Material specs

Online material deadline is five business days prior to publishing.

Website

MATERIAL SIZE	DEPTH	WIDTH
Billboard	250	960
Extended Leaderboard	90	960
MREC	250	300
Gutter/Rail x2	750	160

*all specs are in pixels

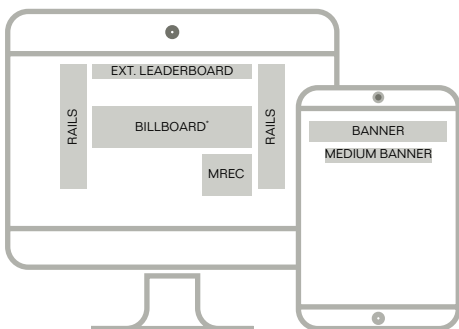
eNewsletter

MATERIAL SIZE	DEPTH	WIDTH
Banner	90	600
Medium Banner	60	468

*all specs are in pixels

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

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



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.

Digital rates

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	1688	1519	1435
Extended Leaderboard	1418	1276	1205
Rails	1485		
MREC	1013	912	861
Newsletter Banner	675	608	574

SAVE MONEY! Book a Promotional Package

All packages are for a calendar month.

PACKAGE	1X	ADM ADVERTISER*
Platinum: website billboard & banner on the newsletters	1998	1823
Gold: website extended leaderboard & banner on the newsletters	1661	1519
Silver: website MREC & medium banner on the newsletters	1323	1209

*To be offered ADM Print Advertiser Rates, a company must book a minimum three print ads in the same year. Rates subject to change based on movements in exchange rates. David Jones, Advertising Manager, ADM. 1st March 2020.

INFLUENTIAL ■ RESPECTED ■ ENGAGED

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