

ADM DEFENCE INDUSTRY GUIDE | RATES CARD 2021/2022



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.

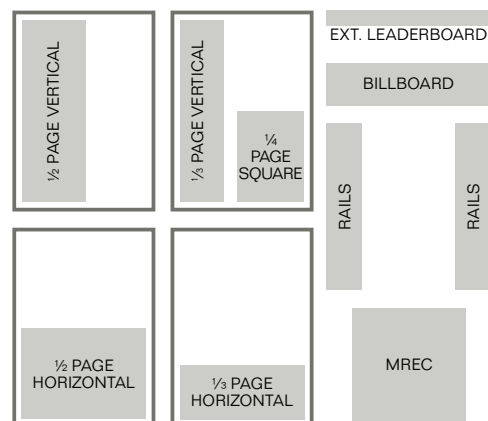
Guide Rates

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

PRINT & ONLINE	CATEGORIES*	DIGITAL ADS**	PRINT ADS	CONTENT	PRICING***
BRONZE PACKAGE	3	x	x	x	\$680
SILVER PACKAGES					
Silver 01	3	x	1/4 page	x	\$1,730
Silver 02	3	x	1/3 page	x	\$1,850
Silver 03	3	x	1/2 page	x	\$2,310
Silver 04	3	x	1 page	x	\$3,680
GOLD PACKAGES					
Gold 01	4	✓	1/4 page	x	\$4,880
Gold 02	4	✓	1/3 page	x	\$5,090
Gold 03	4	✓	1/2 page	x	\$5,460
Gold 04	4	✓	1 page	x	\$6,830
PLATINUM PACKAGES					
Platinum 01	4	✓	1/4 page	✓	\$6,140
Platinum 02	4	✓	1/3 page	✓	\$6,350
Platinum 03	4	✓	1/2 page	✓	\$6,720
Platinum 04	4	✓	1 page	✓	\$8,100

Material specs

MATERIAL SIZE	WIDTH	HEIGHT
PRINT <i>All specs are in mm</i>		
FP (trimmed**)	210	297
1/2 page vertical	120	275
1/2 page horizontal	185	135
1/3 page vertical	57	275
1/4 page square	90	120
<i>Please add 5mm bleed to all FP ads.</i>		
DIGITAL <i>All specs are in pixels</i>		
Billboard	960	250
Extended Leaderboard	960	90
Rails (x2)	160	750
MREC	300	250



ADDITIONAL OPTIONS	CATEGORIES*	PRICING***
Option 01- Extra categories	up to 4, per cat	\$160
Option 02- Extra categories	5+, per cat	\$125
Option 03- Expanded capability statement	each	\$65
Option 04- Extra branches	each	\$20
Option 05- Online Quad Chart listing	each	\$160
Option 06- Video online with listing	each	\$210
Option 07- Photo gallery online with listing	each	\$210
Option 08- Filler ad in print edition	each	\$55
Option 09- MREC on Company page	each	\$160
Option 10- Priority listing online	each	\$210
Option 11- Pdf link on listing	each	\$210
Option 12- Sponsored content on Headlines	each	POA
Option 13- Online Personnel Profiles	each	\$265
Option 14 - Additional Contacts	each	\$55
Option 15 - Discount for fewer categories	each	\$105
Option 16 - Different company logo per category	each	\$105
Option 17 - QR Code Generation	each	\$55
Option 18 - Multi Media Custom Content	each	POA
PLAN - 1/4 section Ad	each	\$1,050
ADV1 - 1 Full Page, 4 col, advert - 6 months, 1 ed	each	\$1,790
ADV2 - 1 Full Page, 4 col, advert - 2 ed's, 12 months	each	\$3,510

Deadlines For 2021

	EDITION 55	EDITION 56
Booking	10 September 2021	9 April 2022
Publish	November 2021	June 2022

* 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.