



**DIRECTORY OF DEFENCE SUPPLIERS SERVING  
THE BUSINESS OF DEFENCE FOR OVER 25 YEARS**



## Platinum PACKAGE

**Gold package**  
**+ 2 sponsored content articles per edition of Defence Headlines**  
(300 - 500 words & up to 2 images)

**Price: cost of gold package + \$1,200**

EXAMPLE

**Platinum package:**  
4 categories  
+ full page ad (\$3,500)  
+ 12 months digital ads (\$3,000)  
+ sponsored content (\$1,200)

**= \$7,700**

## Gold PACKAGE

**Silver package**  
**+ 1 free category**  
(total of 4 categories)  
**+ 12 months digital ads**  
(run of site) component

**Price: cost of silver package + \$3,000**

The following will be available on a first come first served basis:

Ext. Leaderboard	1 month per year
Billboard	1 month per year
Rails	1 month per year
MREC	9 months per year

EXAMPLE

**Gold package:**  
4 categories + half page ad (\$2,200)  
+ 12 months digital ads (\$3,000)  
**= \$5,200**

## Silver PACKAGE

**Bronze package**  
**+ print ad**

**Price: dependant on print ad size**

Ad size	Package price
Cover	\$4000
Full page	\$3500
Half page + half page	\$3500
Quad Chart	\$2200
Half page	\$1850
Third page	\$1650
Quarter page	\$1650
Fillers x3*	\$1000

\*Fillers (filler boxes used in formatting pages) to include company logo and URL.

This publication, both in hard copy and online, is focused on providing users with the most comprehensive and up-to-date database of defence suppliers in Australia and NZ. It contains detailed information about company capabilities with regard to the supply of a wide range of goods and services used by the Defence sector.

## Bronze PACKAGE

**3 categories**  
(online + print)

**Price: \$650**

Additional categories:  
\$150 per category

Online Quad Chart Listing: \$150

Discount for 5+ additional categories:  
\$120 per category

Expanded Capability Statement:  
\$60 per category

Extra Branches: \$20 each

**53rd edition now open**

The publication is mailed every six months to an established Defence community distribution list and the website updated monthly with new entrants. It is also provided free of charge on request from qualifying personnel. Companies listing in the Directory may choose to list in any of the 1000+ categories of supply. Please request an updated list of categories to make your choice.

**Limited** bespoke Platinum and Gold packages available pending availability.

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