



**A KEY COMPONENT OF ADM'S DEFENCE-INDUSTRY ENGAGEMENT IS OUR SIGNIFICANT DIGITAL PRESENCE, WITH TWO NEWSLETTERS EACH WEEK, AND ACTIVE SOCIAL MEDIA ENGAGEMENT.**

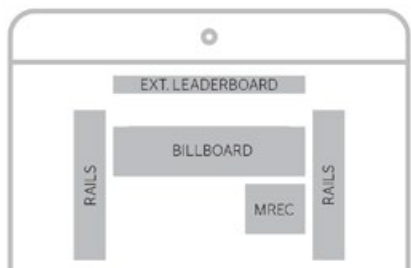
## MATERIAL SPECS

Online material deadline is five business days prior to publishing.

### WEBSITE

MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Billboard	250	960
Extended Leaderboard	90	960
MREC	250	300
Gutter/Rail Ads x 2	750	160

No file size is to exceed 100kb. Multiple slides or files can be sent for sequencing.



### eNEWSLETTERS

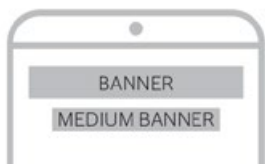
MATERIAL SIZE	DEPTH (PIXELS)	WIDTH (PIXELS)
Banner	90	600
Medium Banner	60	468

### MAX FILE SIZE

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

### DEADLINES

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



## DIGITAL RATES

[www.australiandefence.com.au](http://www.australiandefence.com.au)

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	2,500	2,250	2,125
Extended Leaderboard	2,100	1,890	1,785
Rails	2,200		
MREC	1,500	1,350	1,275
Newsletter Banner	1,000	900	850
Newsletter Medium Banner	800	720	680

**Currency:** Australian \$ Rates are gross (excluding GST) \*Rates do not include GST. Australian companies add 10%.

10% Agency commission allowed. Advertisers may be billed in US dollars. Please enquire for US dollar rates based on the current exchange rate.

## SAVE MONEY! BOOK A PROMOTIONAL PACKAGE

All packages are for a calendar month.

	1x (\$)	ADM Advertiser* (\$)
• <b>PLATINUM:</b> Website Billboard & Banner on the newsletters	2,960	2,700
• <b>GOLD:</b> Website Extended Leaderboard & Banner on the newsletters	2,460	2,250
• <b>SILVER:</b> Website MREC & Medium Banner on the newsletters	1,960	1,790

**\*To qualify to receive the ADM Advertiser discount rate, a minimum of three print ads must be booked over the year. Chat to David Jones for bespoke packages.**

**CLICK HERE FOR FURTHER INFORMATION**