



## 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*

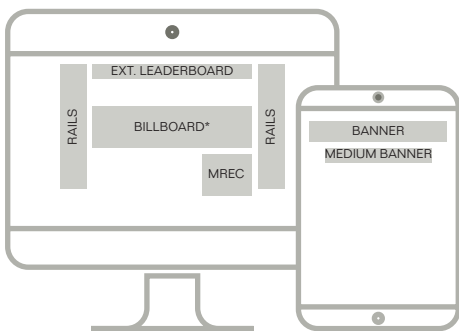
### eNewsletter

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	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

## SAVE MONEY! Book a Promotional Package

All packages are for a calendar month.

PACKAGE	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.*

INFLUENTIAL ■ RESPECTED ■ ENGAGED

## CONTACT: DAVID JONES

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