

ADM DEFENCE SKILLING GUIDE | RATES CARD 2022/2023

Material specs

MATERIAL SIZE	WIDTH	HEIGHT
DIGITAL <i>All specs are in pixels</i>		
Billboard	960	250
Extended Leaderboard	960	90
Rails (x2)	160	750
MREC	300	250

EXT. LEADERBOARD

BILLBOARD

RAILS

MREC

Package details

INCLUDED IN YOUR PACKAGE

- Your listing included on the dedicated Defence Skilling Guide website
- Your data is fully searchable online
- Sophisticated search functionality
- Regular newsletter drives users to the site
- News is read by thousands
- Multimedia listings (video and/or image galleries) available online.
- Data is updated regularly to reflect changes in company information.

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 online

ONLINE	NUMBER OF CATEGORIES*	PRICING***
LISTING PACKAGE	3	\$150
ADDITIONAL OPTIONS	CATEGORIES*	PRICING***
Option 01- Extra categories	up to 4, per cat	\$30
Option 02- Extra categories	5+, per cat	\$25
Option 03- Expanded capability statement	each	\$20
Option 04- Extra branches	each	\$25
Option 05- Online Quad Chart listing	each	\$70
Option 06- Video online with listing	each	\$100
Option 07- Photo gallery online with listing	each	\$100
Option 09- MREC on Company page	each	\$50
Option 10- Priority listing online	each	\$100
Option 11- Pdf link on listing	each	\$75
Option 12- Sponsored content on Headlines	each	POA
Option 13- Online Personnel Profiles	each	\$75
Option 14 - Additional Contacts	each	\$20
Option 15 - Discount for fewer categories	each	\$20
Option 16 - Different company logo per category	each	\$50
Option 17 - QR Code Generation	each	\$60
Option 18 - Multi Media Custom Content	each	POA

* 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.

** Digital advertising on the ADM website dedicated to the Defence Skilling Guide.

*** Pricing is subject to 10% GST.