

ADM DEFENCE INDUSTRY GUIDE | RATES CARD 2023/2024

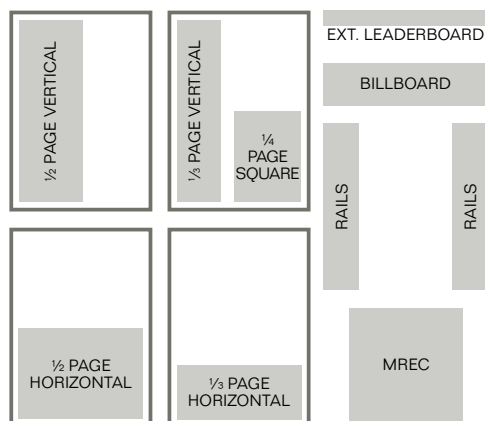
FULLY SEARCHABLE ONLINE @ DEFENCESUPPLIERS.COM.AU

ADM DEFENCE INDUSTRY GUIDE 2023-58th EDITION



Material specs

MATERIAL SIZE	WIDTH	HEIGHT
PRINT All specs are in mm		
FP (trimmed*)	210	297
1/2 page vertical	90	260
1/2 page horizontal	170	120
1/3 page horizontal	170	85
1/4 page square	90	120
Please add 5mm bleed to all FP ads.		
DIGITAL All specs are in pixels		
Billboard	960	250
Extended Leaderboard	960	90
Rails (x2)	160	750
MREC	300	250



Deadlines For 2023/2024

	EDITION 59	EDITION 60
Booking	8 September 2023	12 April 2024
Publish	November 2023	June 2024

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	\$710
SILVER PACKAGES					
Silver 01	3	x	1/4 page	x	\$1,820
Silver 02	3	x	1/3 page	x	\$2,040
Silver 03	3	x	1/2 page	x	\$2,430
Silver 04	3	x	1 page	x	\$3,860
GOLD PACKAGES					
Gold 01	4	✓	1/4 page	x	\$5,120
Gold 02	4	✓	1/3 page	x	\$5,340
Gold 03	4	✓	1/2 page	x	\$5,730
Gold 04	4	✓	1 page	x	\$7,170
PLATINUM PACKAGES					
Platinum 01	4	✓	1/4 page	✓	\$6,450
Platinum 02	4	✓	1/3 page	✓	\$6,670
Platinum 03	4	✓	1/2 page	✓	\$7,060
Platinum 04	4	✓	1 page	✓	\$8,510

ADDITIONAL OPTIONS	CATEGORIES*	PRICING***
Option 01- Extra categories	up to 4, per cat	\$170
Option 02- Extra categories	5+, per cat	\$130
Option 03- Expanded capability statement	each	\$70
Option 04- Extra branches	each	\$25
Option 05- Online Quad Chart listing	each	\$170
Option 06- Video online with listing	each	\$220
Option 07- Photo gallery online with listing	each	\$220
Option 08- Filler ad in print edition	each	\$60
Option 09- MREC on Company page	each	\$170
Option 10- Priority listing online	each	\$220
Option 11- Pdf link on listing	each	\$220
Option 12- Sponsored content on Headlines	each	POA
Option 13- Online Personnel Profiles	each	\$280
Option 14 - Additional Contacts	each	\$60
Option 15 - Discount for fewer categories	each	\$110
Option 16 - Different company logo per category	each	\$110
Option 17 - QR Code Generation	each	\$60
Option 18 - Multi Media Custom Content	each	POA
PLAN - 1/4 section Ad	each	\$1,100
ADV1 - 1 Full Page, 4 col, advert - 6 months, 1 ed	each	\$1,880
ADV2 - 1 Full Page, 4 col, advert - 2 ed's, 12 months	each	\$3,690

* 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 & Sponsorship Sales Manager. 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.