



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	\$2200
Third page	\$1850
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

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

Expanded Capability Statement:
\$60 per category

Extra Branches: \$20 each

**52nd 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 1,000+ 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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