



ADM AUSTRALIAN DEFENCE MAGAZINE Online

SERVING  THE BUSINESS OF DEFENCE.

www.australiandefence.com.au

The trusted site serving the business of defence **ONLINE** from the leading defence business magazine – ADM

Imagine the attention your special promotion on the ADM site can gain.

www.australiandefence.com.au is the ideal forum for extending your print campaign or for that special one-off campaign.



ADM Online

www.australiandefence.com.au



Site

The ADM website offers users:

- Breaking news from defence
- Daily news updates
- Extensive, fully-searchable archive of articles from the magazine
- Special reports for download
- Events listing
- Free DEFENCE WEEK eNewsletter sign-up, sent weekly
- Defence Suppliers – searchable from the ADM site

Statistics

- 13,300+ visits per month and growing fast
- 29,000+ page views per month and growing fast
- 3,000+ newsletter subscribers
- 38% increase year on year in site traffic (July 2009-July 2010)

Audience

ADM's website is used by defence and defence industry to access current information about defence projects, defence policy and the latest announcements

Promotional options

- Leaderboard (top position)
- Island ad (square right hand side, large tile)
- Tile ad (square right hand side, small tile) – website only or site + eNewsletter
- Banner ad (top position, DEFENCE WEEK eNewsletter)
- Video Streaming via You Tube link
- Enews promotional one-shot (subject to publisher approval)

[\(go to p.3 for demonstration\)](#)

Campaign options

If you have a special request such as video online or similar, contact us about the options we can offer.

Rates

[Click here to go to p.4](#)



ADM Online

www.australiandefence.com.au

Print & Online, ADM is the answer.

← Leaderboard

← eNewsletter
* banner
* tile

← Island ad

← Tile ad

Promotional spots are booked per month

Click here to go to
www.australiandefence.com.au



Contact: David Jones 61 7 3348 6966 mobile 0412 188 100 email davidjones@australiandefence.com.au

ADM Online 2011: Rates

www.australiandefence.com.au



Save money! Book a Promotional Package*

Website Promotional 1 (WP1)

\$2475 \$1980 (ADM Advertiser Rate**)

PERIOD: 1 month

PACKAGE: Leaderboard for 1 month on the website, Banner on the E-newsletter for 1 month

Website Promotional 2 (WP2)

\$2250 \$1620 (ADM Advertiser Rate**)

PERIOD: 1 month

PACKAGE: Island tile for 1 month on the website, small tile on the E-newsletter for 1 month

Website Promotional 3 (WP3)

\$1080 \$720 (ADM Advertiser Rate**)

PERIOD: 1 month

PACKAGE: Small tile for 1 month on the website, small tile on the E-newsletter for 1 month

Video streaming \$1400 Per month + GST
Enews Promotional One Shot \$2500 + GST

How the rates are calculated:

- Website: Rates refer to run of website per month e.g. 1x = 1 month on the website
- E-newsletter: 4 weeks (issues) on the e-newsletter DEFENCE WEEK HEADLINES e.g. 1x = 1 month or 4 weeks.
- Each booking will show a 'start date' and an 'end date'.
- The position on the website is not exclusive. If you require an exclusive position, please enquire first regarding the premium this will attract.
- A make up service is available. See below.

Talk to us about special effects and your ideas for unique uses of this service. Shorter schedules are also available.

These rates also apply to the companion site www.defencesuppliers.com.au.

General Rates*

	1x	4x	ADM Print Advertiser Rates**	Website	E-newsletter
Leaderboard	2,200	1,900	1,500	✓	X
Banner	1,000	850	700	X	✓
Island	1,900	1,800	1,400	✓	X
Tile	600	550	400	✓	✓

* Rates do not include GST. Australian companies add 10%.

** To qualify for ADM Print Advertiser rates, you must have a minimum schedule of 3x print ads booked throughout the year in Australian Defence Magazine (ADM).

TECHNICAL SPECIFICATIONS

Size	Width pixels	Depth pixels
Website		
Leaderboard	728	90
Island	300	250
Tile	150	150
eNEWSLETTER		
Banner	468	60
Tile	150	150

- » If supplying Flash files a backup GIF must also be supplied.
- » The website will target browsers that work with the ad through our ad server – unsupported browsers will be served the alternate GIF file supplied.
- » Animation must not contain strobing effects.
- » Looping should be continuous
- » The creative should not disable fields or functionality of the site.
- » The creative should not disable browser back buttons or force any plugins to be downloaded.
- » Material deadline 3 days prior.

For e-news only:

- » Static or animated GIF files only
- » No rich media or flash creatives
- » Maximum file size 39K
- » Include click-through URL
- » Maximum 70 characters for text links
- » Material deadline 3 days prior
- » Send files to online@australiandefence.com.au

Production Enquiries

Make up service available. For details, contact Iris Nery

Yaffa web department
Tel 02 9213 8343
Email irisnery@yaffa.com.au

File specifications

- » Maximum file size 39K
- » Include click-through URL
- » Files can be Flash (swf files), static GIFs or animated GIFs.
- » Flash files should be in Flash 7 format.



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