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business news site

+  
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e-newsletter

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- Banner
- Large island
- Small island
- Tile

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- Large island
- Small island
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BOOK THE **TWO** WEBSITES AND THE  
ELECTRONIC NEWSLETTER AND SECURE  
A DISCOUNT!

FOR FURTHER INFORMATION, CONTACT:

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## [ONLINE AD RATES\*]

**WWW.AUSTRALIANDEFENCE.COM.AU and  
WWW.DEFENCESUPPLIERS.NET.AU**

A\$

### Run of site/Per month

	1x	3x	5x	12x
Leaderboard	1900	1800	1700	1600
Banner	900	850	800	750
Large island	1900	1800	1700	1600
Small island	900	850	800	750
Tile	550	520	490	460

**ADM's Defence Week Headlines** – free emailed html newsletter

Per month (4 issues)

	1900	1800	1700	1600
Banner	1900	1800	1700	1600
Tower	900	850	800	750
Tile	550	520	490	460

\*Rates do not include GST. Australian companies add 10%.  
Rates can also be quoted in US dollars.

**Schedules which include the two sites and the html newsletter combined attract significant discounts. Please ask for details.**

### Specifications (pixels)

#### WEBSITE

Size	Width	Depth
Leaderboard	728	90
Banner	468	60
Large Island	300	600
Small Island	300	250
Tile	150	150

#### E\_NEWSLETTER

Banner	468	60
Tower	120	600
Tile	150	150

### Online requirements

- » 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.
- » 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 enews 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](mailto:online@australiandefence.com.au)

### Production Enquiries:

Make up service available. For details, contact Iris Nery, email [irisnery@yaffa.com.au](mailto:irisnery@yaffa.com.au)

## FOR FURTHER INFORMATION

To reserve your online advertising, contact:

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