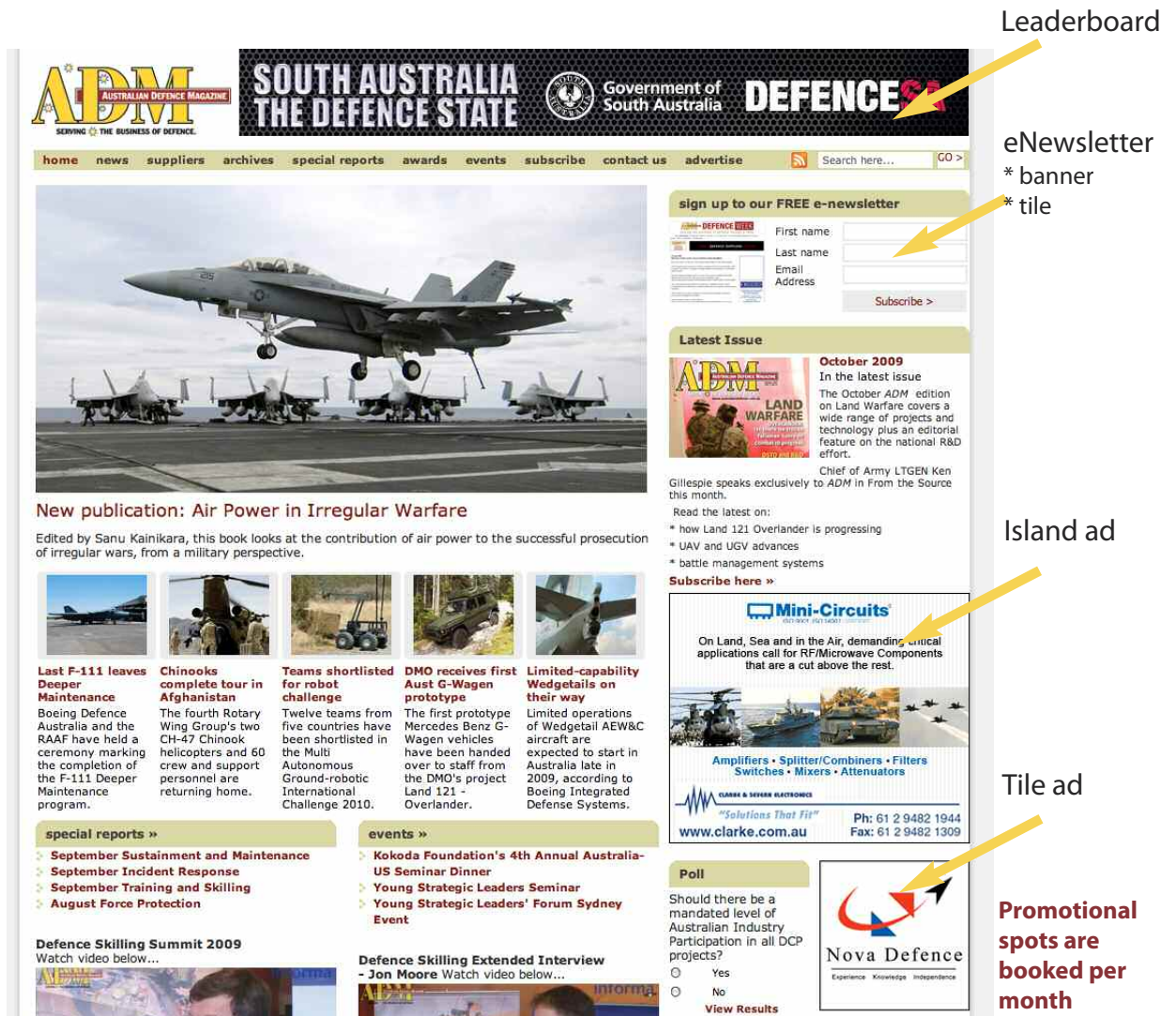


# Want to build your brand in defence?

## Print & Online, ADM is the answer.



**Leaderboard** (points to the top banner area)

**eNewsletter \* banner \* tile** (points to the newsletter sign-up form)

**Island ad** (points to the Mini-Circuits advertisement)

**Tile ad** (points to the Clarke & Sever Electronics advertisement)

**Promotional spots are booked per month** (points to the Nova Defence poll)

The screenshot shows the ADM website layout with various sections:
 

- Header:** ADM logo, 'SOUTH AUSTRALIA THE DEFENCE STATE', Government of South Australia, and 'DEFENCE' logo.
- Navigation:** home, news, suppliers, archives, special reports, awards, events, subscribe, contact us, advertise.
- Main Content:**
  - Large image of an F-111 fighter jet with the headline 'New publication: Air Power in Irregular Warfare'.
  - Grid of smaller images with headlines: 'Last F-111 leaves Deeper Maintenance', 'Chinooks complete tour in Afghanistan', 'Teams shortlisted for robot challenge', 'DMO receives first Aust G-Wagen prototype', 'Limited-capability Wedgetails on their way'.
  - 'special reports' and 'events' sections with links to various seminars and summits.
- Right Sidebar:**
  - 'sign up to our FREE e-newsletter' form.
  - 'Latest Issue' section for October 2009, featuring 'LAND WARFARE'.
  - 'Mini-Circuits' advertisement for RF/Microwave Components.
  - 'Clarke & Sever Electronics' advertisement with contact info.
  - 'Poll' by Nova Defence: 'Should there be a mandated level of Australian Industry Participation in all DCP projects?'.

[Click here to go to http://www.australiandefence.com.au](http://www.australiandefence.com.au)

### Fast facts about ADM online

- ✓ Around 10,000 visits per month
- ✓ More than 22,000 page views per month
- ✓ More than 3,300 e\_newsletter subscribers
- ✓ 2,000 readers per month for the top 5 stories
- ✓ Backed by the leading defence business magazine in Australia

### For online promotional rates and details of how to book, contact

Dean Boyd, Online Coordinator, Tel 07 3348 6966  
email [deanboyd@australiandefence.com.au](mailto:deanboyd@australiandefence.com.au)

**RATES\***

Rates refer to run of website per month or 4 weeks on the e-newsletter **DEFENCE WEEK HEADLINES** e.g. 1x = 1 month or 4 weeks

	ADM Schedule		** Advertiser Rates	Website	eNewsletter
	1x	4x			
Leaderboard	2,000	1,800	1,400	✓	✗
Banner	1,000	850	600	✗	✓
Island	1,900	1,700	1,300	✓	✗
Tile	550	500	400	✓	✓

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

\*\* To qualify for ADM Schedule Advertiser rates, you must have a minimum schedule of 5x print ads booked throughout the year in ADM.

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.net.au](http://www.defencesuppliers.net.au).



**TECHNICAL SPECIFICATIONS**

Size	Width pixels	Depth pixels
<b>WEBSITE</b>		
Leaderboard	728	90
Island	300	250
Tile	150	150
<b>eNEWSLETTER</b>		
Banner	468	60
Tile	150	150

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

**Production Enquiries**

Make up service available. For details, contact

**Iris Nery**  
Yaffa web department  
02 9213 8343  
Email [irisnery@yaffa.com.au](mailto:irisnery@yaffa.com.au)

**To book or to discuss online promotional options, contact:**  
Dean Boyd, Online Coordinator  
Tel 07 3348 6966 email [deanboyd@australiandefence.com.au](mailto:deanboyd@australiandefence.com.au)