

# 2009

## Australian Defence Magazine - Print & Online

### Ad rates, deadlines and material sizes

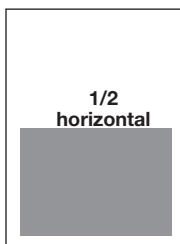
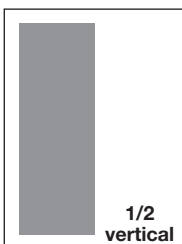
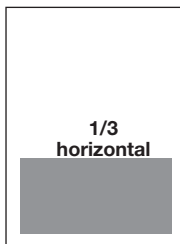
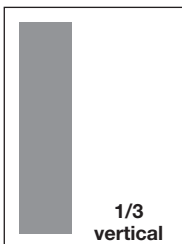
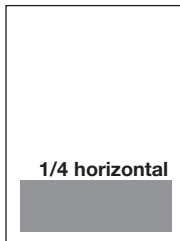
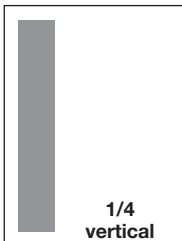
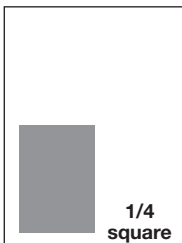
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#### PRINT EDITION

4 Colour	Casual	3x	5x	11x
DPS	6200	5680	5350	5070
Full page	3450	3120	2970	2810
1/2 page	1860	1770	1700	1640
1/3 page	1420	1370	1350	1320
1/4 page	1110	1090	1070	1050
BCOVER	4200	3820	3620	3430
IFC	4040	3670	3480	3300
IBC	3860	3510	3340	3150

Mono	Casual	3x	5x	11x
Full page	2890	2740	2590	2440
1/2 page	1500	1430	1340	1280
1/3 page	1060	1030	1000	960
1/4 page	770	740	730	700

**Ad Agency Commission:** 10% agency commission allowed to approved advertising agencies.  
**NOTE:** These prices do not include GST.



**Material Delivery:** Yaffa Publishing,  
 17-21 Bellevue Street, Surry Hills, NSW 2010.

Attention: John Viskovich  
 Production Department. Tel: (02) 9281 2333  
 Email: production@yaffa.com.au

Cover Date	Book/Cancel Deadline	Ad Material Deadline	Publish/ Mail Date
February	15 Jan	22 Jan	15 Feb
March	10 Feb	17 Feb	9 Mar
April	12 Mar	19 Mar	17 Apr
May	12 Apr	19 Apr	14 May
June	12 May	19 May	17 Jun
July	12 Jun	19 Jun	17 Jul
August	13 Jul	20 Jul	14 Aug
September	13 Aug	20 Aug	14 Sep
October	16 Sep	23 Sep	16 Oct
November	13 Oct	20 Oct	16 Nov
Dec/Jan	30 Nov	7 Dec	15 Jan

Material Sizes (mm)	Depth	Width
FP trimmed*	297mm	210mm
DPS trimmed*	297mm	420mm
1/2 page – vertical	275mm	120mm
– horizontal	135mm	185mm
1/3 page – vertical	275mm	60mm
– horizontal	75mm	185mm
1/4 page – square	121mm	90mm
– horizontal	65mm	185mm

\* please include 5mm bleed on full page and dps ads

#### PRINT MATERIAL REQUIREMENTS

- Digital files can be electronically transferred via Adstream or Websend.
- By using the above methods it ensures immediate checking of material, guaranteed delivery and that the specifications are met correctly. Alternatively, you can email your PDF file to production@yaffa.com.au where your production co-ordinator will pass the high resolution PDF through an Adstream approved flight check.
- For more information on specific electronic courier service, please contact Adstream on 02 9467 7500 or 1800 230 302 or look up their website [www.adstream.com.au](http://www.adstream.com.au). Alternatively, contact Websend on 03 8689 9000 or 1300 798 949 or look up their website [www.websend.com.au](http://www.websend.com.au).
- Material supplied on CD and not saved as a PDF must be in Mac format, as a Quark or InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- Please ensure all fonts, scans and EPS files are supplied with all colours created in CMYK. Yaffa will reject files that contain TrueType fonts. All spot colours will be automatically converted to equivalent CMYK process colours.
- Scanned images must be in CMYK with a minimum resolution of 280-300 dpi at their final size.
- A colour or black and white proof must be supplied. Yaffa will only be responsible for accurate colour reproduction of a digital file if a colour digital proof is supplied in accordance with 3DAP guide-lines. Please refer to the 3DAP web site [www.3dap.com.au](http://www.3dap.com.au) for details on approved systems.
- Typesetting and make-up included in the Directory rate for first insertion or on contract renewal. Any subsequent copy change will be charged at the standard rate. Pre-payment required for one or two insertions on signing contract. Account facilities granted for larger schedules.
- Inserts: All are subject to publisher's approval prior to acceptance.

#### ONLINE

Reinforce your print advertising – become an ADM online partner\*

[www.australiandefence.com.au](http://www.australiandefence.com.au)

Australia's premium defence/business website

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

Are you a regular advertiser? Schedule print advertisers reaching pre-set spend levels qualify for further discounts for online advertising to support existing campaigns. Enquire for eligibility from David Jones, Tel 07 3348 6966 Email [davidjones@australiandefence.com.au](mailto:davidjones@australiandefence.com.au)

#### Website Specifications (pixels)

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

#### Online

- » 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 5 days prior.

#### E-news Specifications (pixels)

Size	Width	Depth
Banner	468	60
Tower	150	450
Tile	150	150

#### 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, call Iris Nery, Tel 02 9213 8343

Email [irisnery@yaffa.com.au](mailto:irisnery@yaffa.com.au)

#### ENQUIRIES:

David Jones, Advertising & Sales Manager - Tel (07) 3348 6966 Fax (07) 3348 6511  
 Int'l Tel 61 7 3348 6966 Int'l Fax 61 7 3348 6511 Email [davidjones@australiandefence.com.au](mailto:davidjones@australiandefence.com.au)

