

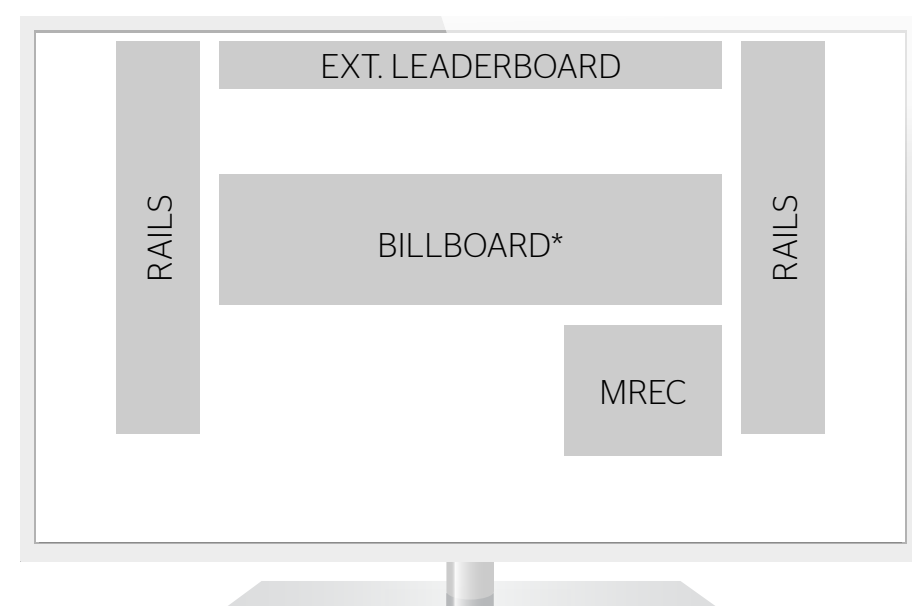
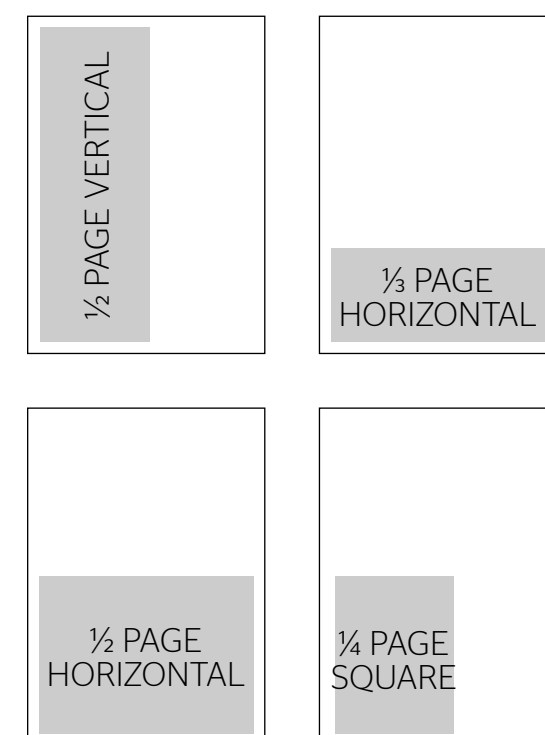
GUIDE PACKAGES

Package	Categories ¹	Digital Ads ²	Print Ads	Content	Pricing ³
Platinum Packages					
Platinum #1	4	✓	1/3 page	✓	\$6,670
Platinum #2	4	✓	1/2 page	✓	\$7,060
Platinum #3	4	✓	Full page	✓	\$8,510
Gold Packages					
Gold #1	4	✓	1/4 page	–	\$5,120
Gold #2	4	✓	1/3 page	–	\$5,340
Gold #3	4	✓	1/2 page	–	\$5,730
Gold #4	4	✓	Full page	–	\$7,170
Silver Packages					
Silver #1	3	–	1/4 page	–	\$1,820
Silver #2	3	–	1/3 page	–	\$2,040
Silver #3	3	–	1/2 page	–	\$2,430
Silver #4	3	–	Full page	–	\$3,680
Bronze Package					
Bronze #1	3	–	–	–	\$710

¹Categories relate to specific products or services under which a supplier can choose to list. Please refer to the Category List to select your required categories or discuss with the Guide Coordinator. Standard category listings are used to describe individual capabilities related to the category. Word limits apply but if you wish to exceed these size limits, additional charges apply. The information is fully searchable online in addition to being published in the print edition.

²Digital advertising on the ADM website dedicated to the Defence Industry Guide. Digital advertising includes one leaderboard, one billboard, one set of rails, and nine MRECs (medium rectangle) displaying on the website, one per month over twelve months.

³Pricing is subject to 10% GST.



GUIDE ADDITIONAL OPTIONS

Option	Categories ¹	Pricing ²
Option #1 - Extra categories	1-4 (cost per additional category)	\$170
Option #2 - Extra categories	5+ (cost per additional category)	\$130
Option #3 - Expanded capability statement	each	\$70
Option #4 - Extra branches	each	\$25
Option #5 - Online Quad Chart listing	each	\$170
Option #6 - Video online with listing	each	\$220
Option #7 - Photo gallery online with listing	each	\$220
Option #8 - Filler ad in print edition	each	\$60
Option #9 - MREC on Company page	each	\$170
Option #10 - Priority listing online	each	\$220
Option #11 - Pdf link on listing	each	\$220
Option #12 - Sponsored content on Headlines	each	POA
Option #13 - Online Personnel Profiles	each	\$280
Option #14 - Additional Contacts	each	\$60
Option #15 - Discount for fewer categories	each	\$110
Option #16 - Different company logo per category	each	\$110
Option #17 - QR Code Generation	each	\$60
Option #18 - Multi Media Custom Content	each	POA
PLAN - 1/4 section Ad	each	\$1,100
ADV1 - 1 Full Page, 4 col, advert - 6 months, 1 ed	each	\$1,880
ADV2 - 1 Full Page, 4 col, advert - 2 ed's, 12 months	each	\$3,690

¹Categories relate to specific products or services under which a supplier can choose to list. Please refer to the Category List to select your required categories or discuss with the Guide Coordinator. Standard category listings are used to describe individual capabilities related to the category. Word limits apply but if you wish to exceed these size limits, additional charges apply. The information is fully searchable online in addition to being published in the print edition.

²Pricing is subject to 10% GST.

MAGAZINE SPECIFICATIONS

Size	Width	Height
Full page (trimmed)	210	297
Double page spread (trimmed)	420	297
1/2 page vertical	90	260
1/2 page horizontal	170	120
1/3 page horizontal	170	85
1/4 page square	90	120

ALL SPECS ARE IN MM.
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS.

DIGITAL SPECIFICATIONS

Size	Width	Height
Billboard*	960	250
Extended Leaderboard	960	90
Rails (x2)*	160	750
MREC	300	250

ALL SPECS ARE IN PIXELS

DEADLINES

Issue	Booking	Material	Publication
Edition 62	17 Apr 2025	17 Apr 2025	11 Jun 2025
Edition 63	TBA	TBA	Nov 2025

CONTACT

Mark McConkey,
Guide & Sponsorships Manager
 M: 0432 640 652
 E: markmccconkey@yaffa.com.au