

AUSTRALIAN & NZ  
**DEFENDER**

A soldier in full combat gear, including a helmet with a night vision device, sunglasses, and a tactical vest, is holding an assault rifle. The soldier is standing in front of a military vehicle. The background is a bright, outdoor setting.

**ADVERTISING  
RATE CARD**

**AUSTRALIA'S PREMIER DEFENCE MAGAZINE**

# AUSTRALIAN & NZ DEFENDER

THE TOP SELLING AUSSIE FRONTLINE MILITARY MAGAZINE

## ADVERTISING RATES 2009

ALL PRICES GST INCLUSIVE

AUSTRALIAN & NZ DEFENDER IS A FULL FOUR COLOUR MAGAZINE

### Advert Rates

	Full Rate (One Only) Price per issue	2 Issues (Continuous) Price per issue	4 Issues (Continuous) Price per issue
Double Page Spread Full Colour	\$2,916.00	\$2,732.50	\$2,376.00
Full Page Full Colour	\$1,728.00	\$1,566.00	\$1,404.00
Half Page Full Colour	\$ 810.00	\$ 772.00	\$ 734.50
Quarter Page Full Colour	\$ 594.00	\$ 564.00	\$ 524.00

### INSERT Rates available upon request

The above prices are for advertisements where artwork is provided by the advertiser. These prices apply to the above designations only, generous discounts (as outlined above) are available for multiple and ongoing-orders. Australian & NZ Defender has state of the art production facilities and can provide artwork services at reasonable rates.

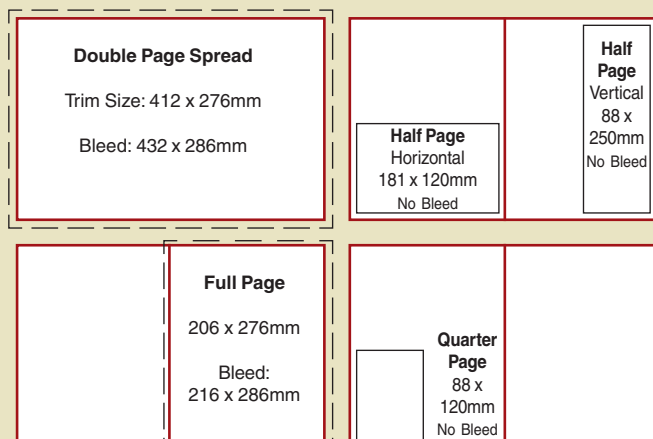
Goods & Services Tax - The above prices contain the 10% GST, all adverts printed in Australian & NZ Defender attract the GST as the service is provided in Australia. All invoices itemize the rate for advertising and the GST amount included in the advertising rate.

### ADVERT ARTWORK DEADLINES

MARCH ISSUE	February 10th
JUNE ISSUE	May 10th
SEPTEMBER ISSUE	August 10th
DECEMBER ISSUE	November 10th

### ADVERT Dimensions:

Double Page Spread:	412mm (w) x 276mm (h)
Full Page:	206mm (w) x 276mm (h)
Half Page Horizontal:	181mm (w) x 120mm (h)
Half Page Vertical:	88mm (w) x 250mm (h)
Quarter Page:	88mm (w) x 120mm (h)



### ARTWORK SPECIFICATIONS

#### Artwork supplied:

##### We require:

High Resolution images (300 dpi at 100%)  
Colour: CMYK format  
Fonts: Embedded Fonts

##### We prefer:

PDF Format (all fonts embedded and all images embedded must be high resolution) created through Acrobat Distiller

##### We also accept:

High resolution EPS, TIF, Jpeg files

#### Artwork designed by us:

A&NZD can provide in-house design and artwork at reasonable rates.

##### We require:

Logos, text and any instructions. All images must be high resolution (300 dpi).

Artwork should be sent on CD or via email:

[advertising@australiandefender.com.au](mailto:advertising@australiandefender.com.au)

#### NATIONAL ADVERTISING MANAGER:

**Robyn Mayer**

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