



Defence News Advertising Rates - 2018

The Defence Service newspapers; Navy News, Army News and Air Force News, are printed and distributed nationally each fortnight by the Directorate of Defence News. Editions are also published online and via apps.

Distribution is Australia-wide to full time serving Defence members, Reserve forces and Cadet units, and to deployed forces overseas.

Copies are also mailed to paid subscribers, welfare and veterans organisations and Australian and foreign Defence attaches and Consular offices in Australia and overseas.

The newspapers are the official medium of the Department of Defence to inform personnel of:

- » Policy changes in plain English
- » General news relevant to the Australian Defence Force
- » International news and features
- » Sport

The Service newspapers are the only official newspapers produced by the Department of Defence and are read by people who make decisions on Defence policy and purchasing. They are the most effective publications to promote any message or information to Defence members or Defence civilians.

Each fortnight Defence News; prints and distributes around 34,000 copies, sends out around 32,000 subscriber emails and around 22,000 push notifications (app users).

Additionally, there is a constant link to the online editions on the front page of the Defence intranet which is opened daily by up to 100,000 Australian Defence Organisation (ADO) personnel. Every fortnight the release of each new edition is also promoted on the front page “Spotlight” notice.



ADVERTISING RATES

All rates are per title, per edition and include Goods and Services Tax (GST).
All advertising requests must be submitted on a current Defence News space booking contract.
Rates are subject to change. Account terms are strictly 30 days from invoice date.

(Contract rates are based on total column centimetres to be used over a 12 month period)

Contract rates

Level 1	up to 1064 col/cms per annum	\$9.35	per single column cm
Level 2	1064 to 2400 col/cms per annum	\$7.70	per single column cm
Level 2	If you run the same size ad in all three titles on the same publication date		
Level 3	over 2400 col/cms per annum	\$6.60	per single column cm

ADVERTISING COLUMN WIDTHS

Column widths

1col = 3.5cm, 2 col = 7.3cm, 3 col = 11cm, 4 col = 14.8cm, 5 col = 18.6cm, 7 col = 26.1cm

Half Page = 19cm x 7 columns

Full page = 38cm x 7 columns

Page width is 7 columns (26.1cm)

LOOSE LEAF INSERTS

Loose leaf insert rate (single A4 sheet 130gsm) \$150.00 per 1,000 sheets (incl gst)

All inserts must be approved by the Advertising Manager prior to placement

Quotes for multi pages available on request.

Inserts should be delivered to:

Spotpress Pty Ltd

24-26 Lilian Fowler Place

Marrickville NSW 2204

between 8:00 am - 3:30 pm, Monday - Friday

CIRCULATION

Navy News =	8,500
Army News =	17,000
Air Force News =	7,000

DIGITAL

Defence newspapers, once printed, are also published online. Online publication usually occurs on the Monday of the publication week. Activate a redirection weblink to your website or email address from your advertisement for an additional \$20 per title, per edition.

Available also as an APP. Get the APP on either Apple iTunes or GooglePlay

Navy Newspaper	www.defence.gov.au/news/navynews
Army Newspaper	www.defence.gov.au/news/armynews
Air Force Newspaper	www.defence.gov.au/news/raafnews

2018 ADVERTISING DEADLINES

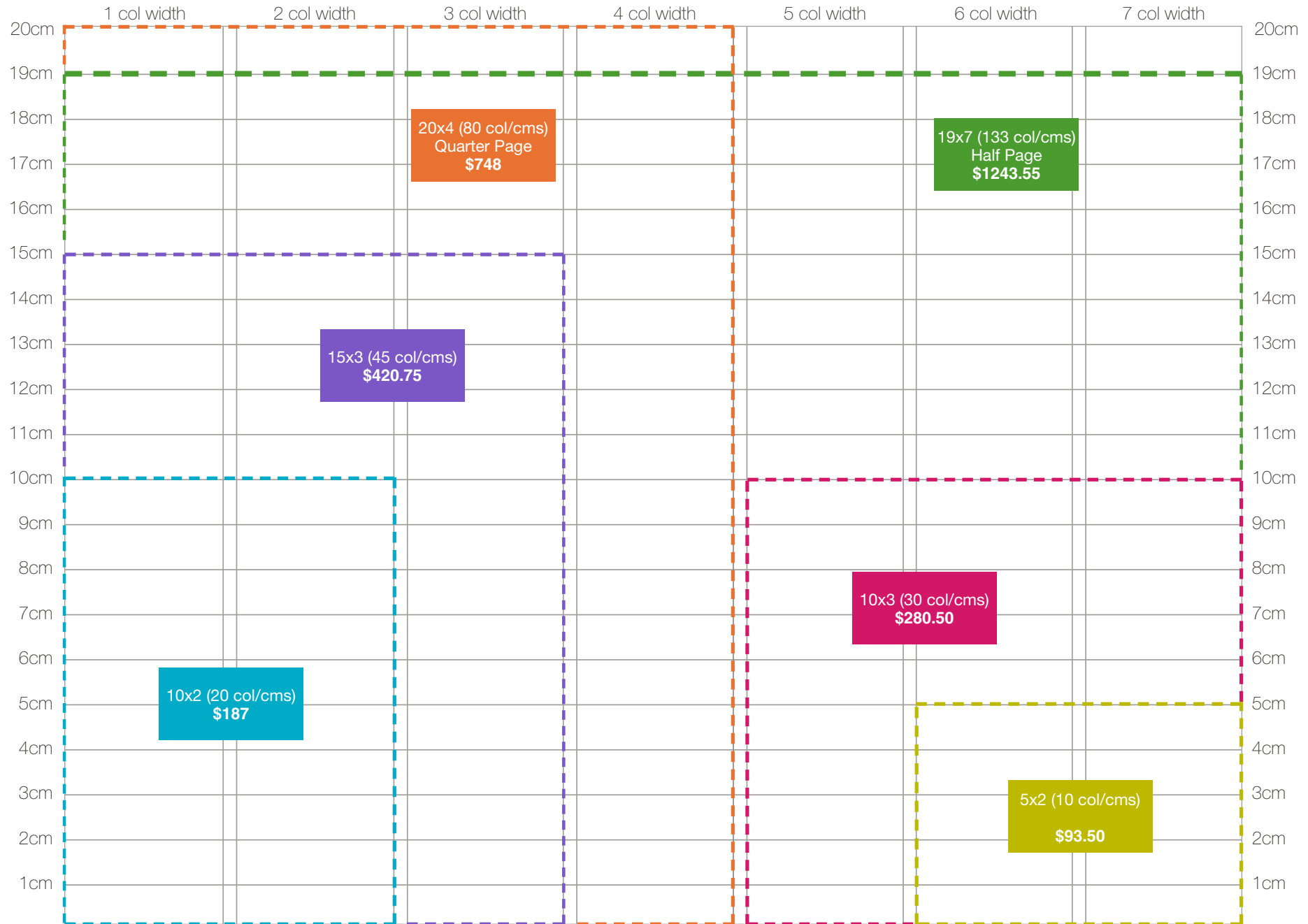
Bookings (or cancellations) and artwork must be submitted before 12 noon (ACT time) according to the table below. On hand artwork may be used or bookings may be cancelled if artwork has not been received before the deadline.

Edition publication dates	Booking and artwork (Prior to 12 noon AEDST)	Loose leaf insert delivery dates
8 February	24 January	31 January
22 February	7 February	14 February
8 March	21 February	28 February
22 March	7 March	14 March
5 April	21 March	28 March
19 April	4 April	11 April
3 May	18 April	25 April
17 May	2 May	9 May
31 May	16 May	23 May
14 June	30 May	6 June
28 June	13 June	20 June
12 July	27 June	4 July
26 July	11 July	18 July
9 August	25 July	1 August
23 August	8 August	15 August
6 September	22 August	29 August
20 September	5 September	12 September
4 October	19 September	26 September
18 October	3 October	10 October
1 November	17 October	24 October
15 November	31 October	7 November
29 November	14 November	21 November
13 December	28 November	5 December

Navy, Army and Air Force newspapers are published fortnightly by the Directorate of Defence News. Every advertisement is subject to Defence, the Directorate, and individual Service Headquarters approval and the Directorate may, at its discretion, refuse to accept an advertisement for publication. The Directorate accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear, for any reason, or if it appears in a form which is not in accordance with the instructions received by the Directorate. The fact that an advertisement is accepted for publication does not mean that the product or service has the endorsement of the Department of Defence. Advertising is accepted IAW The Defence Communications Manual.

SAMPLE ADVERTISEMENT SIZES

Full Page = 38x7 (266 col cms) \$2487.10. Other sizes available on request. **Advertising rates below per title, per insertion and are based on Level 1 (\$9.35 per col/cm)**



General Minimum Requirements for Newsprint

- Colour and greyscale images must have a minimum of 150 pixels per inch at the final used size (recommended 200dpi).
- Single colour bitmap (1-bit) images should have a minimum resolution of 600 pixels per inch or be vector based (recommended 1200dpi).
- Colour images must be converted to CMYK format using the following ICC profile: [WAN-IFRANewspaper26v5.icc](#)
- Images being prepared for newsprint should generally have the mid-tones lightened.
- Shadow areas in images must not exceed 220% total ink weight.
- Solid colour mixes should not exceed 220% total ink weight.
- Design and images should allow for a 26% dot gain on newsprint.
- Only CMYK colours should be used (Not RGB or LAB or Pantone)

Font and Type

- Type smaller than 10pt should not be made up using more than one colour.
- Type smaller than 12pt should not be reversed or outlined.
- Type should be no smaller than 6pt.
- White reverse type in a two or more colour background, should not be smaller than 10 pt.
- Embed all fonts in your PDF file.

PDF Specifications

- When creating your PDF file use the PDF/X-4:2010 specification.
- Create your PDF by exporting using the following Adobe Indesign joboptions file:
[DefenceNews-Export-PDF-Settings-WAN-IFRANewspaper26v5.joboptions](#)
- Flatten all transparencies and layers prior to creating PDF files.
 - Advertising should not contain Bleed