



Australian Government
Department of Defence

2012

Navy|Army|Air Force Newspapers

Department of Defence official publications

Helping you promote your business to a target audience of over 75,000 readers.

Navy News, Army News and Air Force News are published fortnightly by the Department of Defence.

Distribution is Australia-wide to every full time serving Defence Force member and on a pro rata basis of 1 to 4 members of the reserve forces and cadet units.

They are also mailed out to over 7,000 subscribers and more than 140 foreign and Australian Defence attaches based in Australia and overseas.

The newspapers are the Department of Defence's official medium to inform Defence Personnel of:

- Policy changes in plain English
- General news relevant to the Defence Forces
- International news and features

Navy News, Army News and Air Force News are the only official newspapers produced by the Department of Defence and are read by people who make decisions on Defence policy and purchasing.

Navy News, Army News and Air Force News are the most effective publications to promote any product aiming at high income, active, healthy and well informed adults.

If your goal is to lift your company profile and increase sales, with a minimum promotional outlay
The official Defence newspapers could be your answer

Advertising Department G-04 Bldg F-17 Gallipoli Barracks ENOGGERA QLD 4051

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Navy|Army|Air Force

Official Defence Newspapers

Advertising Rates – 2012

All rates are per title, per edition and include GST
(based on total column centimetres to be used over a 12 month period)

Contract Rates

Level 1	up to 265 col/cms per annum	\$7.70	per single column cm
Level 2	266 to 1064 col/cms per annum	\$6.60	per single column cm
Level 3	over 1064 col/cms per annum	\$6.05	per single column cm

Tri-Publication rate:- Same size advertisement in Navy, Army and Air Force newspapers on the same edition date - \$6.60 per single column cm

Loose Leaf Insert Rate\$49.50 per '000 inc gst

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

Once approved, inserts should be delivered to:

Capital Fine Print (The Canberra Times Building) 9 Pirie Street Fyshwick ACT 2609

Deliveries will be accepted between 8.00am and 4.00pm Monday to Friday.

Drivers must have appropriate paperwork and are not to unload deliveries

WEB-LINK Defence newspapers are also published on the internet.

Link your website or email address from your ad for \$20 inc GST per paper, per edition.

Navy Newspaper - www.defence.gov.au/news/navynews

Army Newspsper - www.defence.gov.au/news/armynews

Air Force Newspaper - www.defence.gov.au/news/raafnews

Department of Defence maximum credit terms are strictly 30 days from date of invoice

A surcharge may apply to late payments or if a contract booking is cancelled prior to the completion of the contract. Rates are subject to change within a contract period.

Any business in an industry where a licensing or registration regime applies, may be required to display licence or registration details in your advertisement

Circulation Australia wide

Navy News
13,000

Army News
28,000

Air Force News
13,000

Artwork Specifications

1 col=35mm, 2 col=73mm, 3 col=110mm, 4 col=148mm, 5 col=186mm, 7 col=261mm

Half Page height =190mm Full page height = 380mm Page width is 7 columns

Artwork minimum 160 pixels per inch. Ads to be supplied as high res PDF or JPG

**Defence Newspapers do not accept recruitment advertising.
(the only exception is for Military positions)**

2012 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

Publication date	Booking & Artwork DEADLINE Prior to 12 noon	Loose insert delivery date
2-Feb-12	18-Jan-12	24-Jan-12
16-Feb-12	1-Feb-12	7-Feb-12
1-Mar-12	15-Feb-12	21-Feb-12
15-Mar-12	29-Feb-12	6-Mar-12
29-Mar-12	14-Mar-12	20-Mar-12
12-Apr-12	28-Mar-12	3-Apr-12
26-Apr-12	11-Apr-12	17-Apr-12
10-May-12	25-Apr-12	1-May-12
24-May-12	9-May-12	15-May-12
7-Jun-12	23-May-12	29-May-12
21-Jun-12	6-Jun-12	12-Jun-12
5-Jul-12	20-Jun-12	26-Jun-12
19-Jul-12	4-Jul-12	10-Jul-12
2-Aug-12	18-Jul-12	24-Jul-12
16-Aug-12	1-Aug-12	7-Aug-12
30-Aug-12	15-Aug-12	21-Aug-12
13-Sep-12	29-Aug-12	4-Sep-12
27-Sep-12	12-Sep-12	18-Sep-12
11-Oct-12	26-Sep-12	2-Oct-12
25-Oct-12	10-Oct-12	16-Oct-12
8-Nov-12	24-Oct-12	30-Oct-12
22-Nov-12	7-Nov-12	13-Nov-12
6-Dec-12	21-Nov-12	27-Nov-12

Army, Navy, and Air Force newspapers are published fortnightly by The Directorate of Defence News. Every advertisement is subject to the Directorate 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.

Defence Newspapers Example Advertisement Sizes

Other sizes available on request Rates are per title and include GST

Full Page = 38 CMS X 7 Columns (266 Column Centimetres)

