



Defence News Advertising Rates 2025

Navy | Army | Air Force | Newspapers

The Service newspapers — Navy News, Army News and Air Force News — are printed and distributed nationally each fortnight by the Defence News Bureau. Editions are also published online.

Distribution is Australia-wide to full-time serving Defence members, including to deployed forces overseas, members of Reserve forces and Cadet units. Copies are also mailed to subscribers including personnel deployed overseas, members of the reserve and cadets, welfare and veterans organisations, parliamentary representatives and Australian and foreign Defence attaches and consular offices in Australia and overseas.

Electronic Direct Mail subscribers receive an email with a hyperlink to the latest edition each fortnight.

Digital versions are also available through Trove at the National Library of Australia.

The newspapers are the official medium of the Department of Defence. The Service newspapers provide news of relevance to serving sailors, soldiers and aviators. Coverage includes:

- operations, exercises and training
- individual and collective achievements
- official policies
- military history
- ceremonial events

- sports
- new equipment

The Service newspapers are produced by Defence and are read by people who make decisions on Defence policy and purchasing. They are the most effective publications to promote products, services or information to the Defence audience.



Advertising Rates

Advertisement costs can be calculated by multiplying the total column centimetres of the advertisement by the applicable rate. There are example sizes on page 3 of this rate card.

Rates are expressed as a fee per single column centimetre.

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 booking sheet.

Rates are subject to change. Account terms are strictly 30 days from invoice date - 12-month period.

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

Contract rates

Level 1 up to 1064 col/cm per annum
\$9.35 per single column centimetre

Level 2 1064 to 2400 col/cm per annum
\$7.70 per single column centimetre

Level 3 over 2400 col/cm per annum
\$6.60 per single column centimetre

Level 2 rates apply if you run the same size ad in all three titles on the same publication date.

Advertising Column Widths

Column widths

1 col = 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 (133 col/cm)

Full page = 38cm x 7 columns (266 col/cm)

Page width is 7 columns (26.1cm).

Full page height is 38cm.

Loose Leaf Inserts

Loose leaf insert rate (single A4 sheet 130gsm)
\$200 per 1000 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, prior to the deadline to: Spotpress Pty Ltd 24-26 Lilian Fowler Place Marrickville NSW 2204 between 8am - 3:30pm, Monday to Friday.

Artwork

For all artwork specifications visit
<https://spotpress.com.au/artwork-guidelines/>

Fortnightly Circulation

| Print | Digital subscriber emails |
|---------------------|---------------------------|
| Navy News 7000 | Navy News 8350 |
| Army News 13000 | Army News 12680 |
| Air Force News 6500 | Air Force News 8770 |

Digital

The Service 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.

Navy News

<https://www.navynewspaper.defence.gov.au>

Army News

<https://www.armynewspaper.defence.gov.au>

Air Force News

<https://www.airforcenewspaper.defence.gov.au>

2025 Advertising Deadlines

Bookings (or cancellations) and artwork must be submitted before 12 noon (AEST 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.

Service Newspapers 2025 Publication Schedule

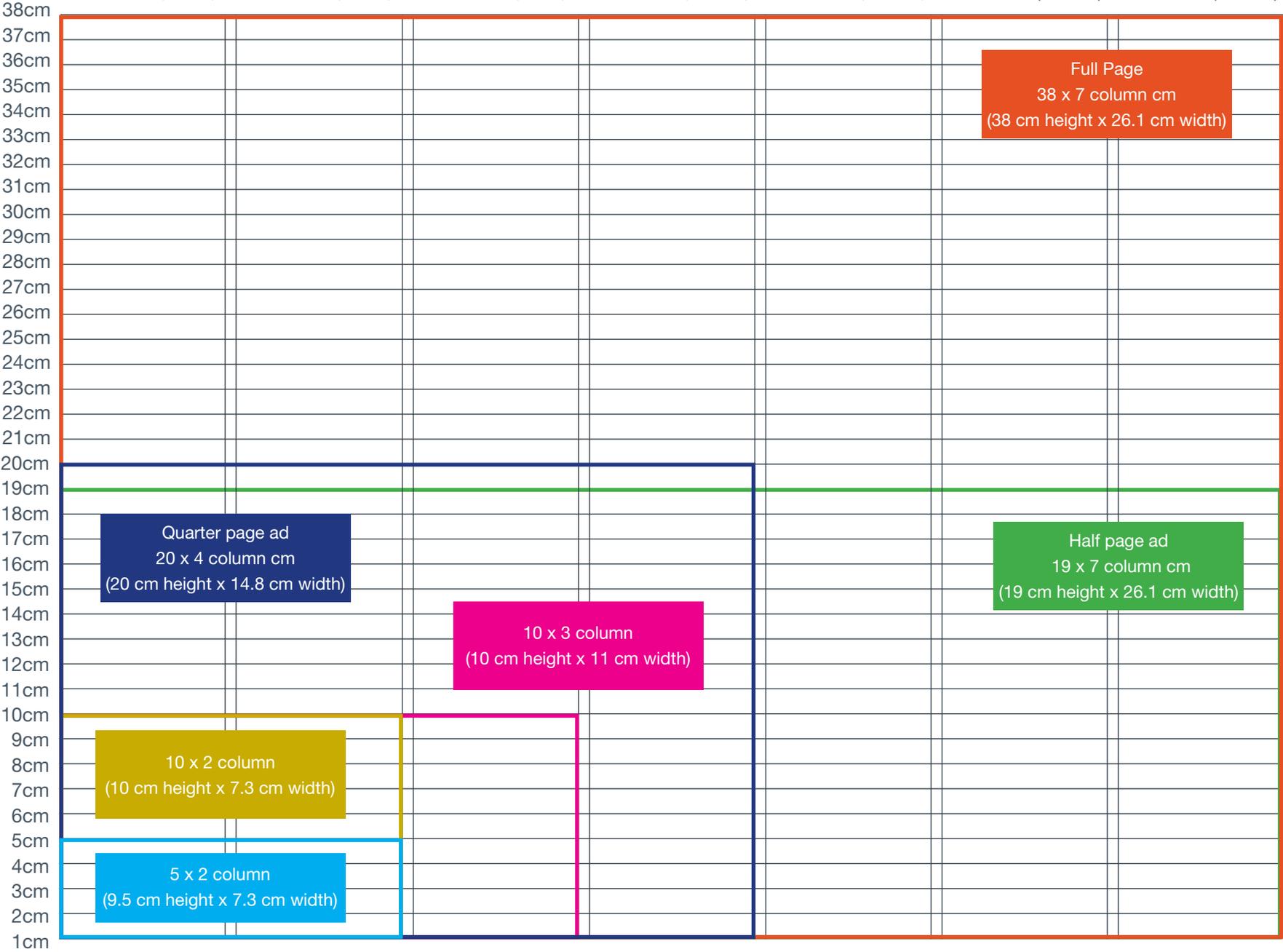
| Publication date | Copy deadline | Print date |
|------------------|---------------|--------------|
| February 6 | January 22 | January 31 |
| February 20 | February 5 | February 14 |
| March 6 | February 19 | February 28 |
| March 20 | March 5 | March 14 |
| April 3 | March 19 | March 28 |
| April 17 | April 2 | April 11 |
| May 1 | April 16 | April 24 |
| May 15 | April 30 | May 9 |
| May 29 | May 14 | May 23 |
| June 12 | May 28 | June 6 |
| June 26 | June 11 | June 20 |
| July 10 | June 25 | July 4 |
| July 24 | July 9 | July 18 |
| August 7 | July 23 | August 1 |
| August 21 | August 6 | August 15 |
| September 4 | August 20 | August 29 |
| September 18 | September 3 | September 12 |
| October 2 | September 17 | September 26 |
| October 16 | October 1 | October 10 |
| October 30 | October 15 | October 24 |
| November 13 | October 29 | November 7 |
| November 27 | November 12 | November 21 |
| December 11 | November 26 | December 5 |

The Army, Navy and Air Force newspapers are published fortnightly by the Defence News Bureau. Every advertisement is subject to Department of Defence approval and Defence may, at its discretion, refuse to accept an advertisement for publication. Defence 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 Defence. The fact that an advertisement is accepted for publication does not mean the product or service has the endorsement of Defence. Advertising is accepted in accordance with Defence News Bureau advertising guidelines.

Sample Advertisement Sizes

Full Page H=38cm W=26.1cm (38x7 or 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)

1 col width (3.5cm) 2 col width (7.3cm) 3 col width (11cm) 4 col width (14.8cm) 5 col width (18.6cm) 6 col width (23.4cm) 7 col width (26.1cm)



Quarter page ad
20 x 4 column cm
(20 cm height x 14.8 cm width)

Half page ad
19 x 7 column cm
(19 cm height x 26.1 cm width)

10 x 3 column
(10 cm height x 11 cm width)

10 x 2 column
(10 cm height x 7.3 cm width)

5 x 2 column
(9.5 cm height x 7.3 cm width)

Advertising Rates

Page Size:

Set up your document as a **single-page layout**.

Dimensions: 270 mm (27 cm) wide x 380 mm (38 cm) high.

Column Widths:

Each column width is predefined:

1 column = 35 mm (3.5 cm)

2 columns = 73 mm (7.3 cm)

3 columns = 110 mm (11 cm)

4 columns = 148 mm (14.8 cm)

5 columns = 186 mm (18.6 cm)

7 columns = 261 mm (26.1 cm)

Half Page:

190 mm (19 cm) high x 7 columns wide
(total width = 261 mm or 26.1 cm)

Full Page:

380 mm (38 cm) high x 7 columns wide
(total width = 261 mm or 26.1 cm)

The **page width** fits exactly 7 columns (261 mm or 26.1 cm),
and the **full page height** is 380 mm (38 cm).

Images:

Submit each image as a separate PDF, with one
image per page.

Colors:

Use **CMYK** (Cyan, Magenta, Yellow, Black)
or **greyscale** for colors.

Do not use RGB or spot colors as they won't print correctly.

For **black and white images**, set them to print in greyscale.

Text and Images:

Image Resolution:

Ensure images are between 150 dpi and 300 dpi for quality
printing.

Fonts:

Embed all fonts in your PDF to ensure text displays correctly.

For text, use **100% Black (K)** to keep it clear and sharp.

Export Guide:

Export your finished design as **individual pages**
(one page per PDF).

Additional Notes:

No bleed or trim size is needed.

For more detailed artwork specifications,
please contact us.

Important Reminder:

These specifications are crucial for achieving optimal print
quality. Please adhere to these guidelines when creating
your artwork. If you have any questions or need further
assistance, do not hesitate to reach out.

Thank you for your attention to detail.



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Service Newspapers' Advertising Terms and Conditions

1. Overview

1.1 The Service newspapers provide content relevant to serving Australian Navy, Army and Air Force personnel. Secondary audiences are Defence families, the ex-Service community, cadets, Defence Australian Public Service employees, Defence industry, media outlets and interested members of the public.

1.2 The Service newspapers will only accept advertising considered appropriate for publication having regard to any relevant Commonwealth State and Territory legislation related to advertising, consumer regulation as well as the terms and conditions set out below.

2. Publisher rights

2.1 Defence reserves the right to review the content of any advertisement and to reject it in part or in full. The appearance of advertising within any publication does not imply Defence endorsement.

2.2 Defence is not required to justify or explain its decisions to accept or reject advertising.

2.3 Acceptance of an advertisement does not mean subsequent advertisements from the

customer, even with the same or similar content, will be automatically accepted.

2.4 All advertising requests are subject to acceptance by Defence.

3. Exclusions

3.1 Advertisements will not be accepted where the content:

- a. promotes or encourages members to leave Defence;
- b. is defamatory, causes offence or incites hatred of any individual, group or class;
- c. contains information which is likely to mislead or deceive;
- d. is of a political nature or contravenes caretaker conventions;
- e. is directed at children 17 years or younger;
- f. is for alcohol or alcohol-related products;
- g. is for tobacco and nicotine or tobacco and nicotine-related products;
- h. is for vaping or vaping-related products;
- i. is for dietary supplements or complementary medicines;

- j. promotes gambling or gaming;
- k. publicises trade promotions or giveaways without appropriate permits or regulatory approval;
- l. promotes adult industry products or services;
- m. promotes tattooing services;
- n. contains logos resembling authorised military logos or Defence branding (this extends to the use of unauthorised Defence logos/images on websites)*;
- o. contains non-approved combat boots, or non-issued carriage and operational protective equipment;
- p. makes unauthorised use of Defence imagery*;
- q. uses Defence members without consent*;
- r. uses testimonials by identifiable Defence members, with the exception of those approved for Defence enterprises*;
- s. suggests that the good or service being advertised has been approved or endorsed by Defence*.

*This exclusion only applies to external non-Defence advertisers



4. Advertisements for financial products or services
 - 4.1 Advertisements should seek to comply (insofar as is relevant to the product or service being advertised) Regulatory Guide 234 – Advertising financial products and services (including credit): Good practice guidance.
 - 4.2 All advertising requests relating to financial products or services must:
 - a. be factual;
 - b. not contain claims that cannot be substantiated, for example ‘guaranteed’ returns;
 - c. not promote financial investment products or services, including investment seminars, investment schemes (including “educational products/services”) or wealth generation concepts;
 - d. not promote schemes, products or services that Defence considers pose an unacceptable risk, for example:
 - the use of Self-Managed Superannuation Funds to borrow money for the purchase of property;
 - margin or other lending for the purchase of higher risk investments including shares or corporate bonds or debentures.
 - e. contain details of relevant licences and other requirements the advertiser needs to hold or meet in order to offer the product or service, for example:
 - Australian Financial Service Licence for financial advisers;
 - Credit Licence for mortgage brokers;
 - real estate agents licence;
 - registration as a tax practitioner for tax advisers.
 - 4.3 Advertisers of financial products or services must provide the following information when submitting an advertisement for consideration:
 - a. Full details of any licences or other requirements the advertiser needs to hold or meet in order to offer the advertised product or service;
 - b. A street address for their business (or explain why they do not have a street address);
 - c. The name of a point of contact for Defence;
 - d. At least two third-party referees (if they are a new advertiser);
 - e. A declaration that no person associated with the advertiser has been:
 - convicted of a crime or offence;
 - found by a court or a regulatory body to have acted unlawfully under the Corporations Act 2001 (Cth), the Australian Securities and Investments Commission Act 2001 (Cth), the Competition and Consumer Act 2010 (Cth), the Trade Practices Act 1974 (Cth) or any other Commonwealth, State or Territory consumer protection law or regulation.
5. Advertisements for real estate
 - 5.1 Real estate advertising must include:
 - a. the full or expected property purchase (or rental) price;
 - b. the address or general locality of the advertised property;
 - c. details of any additional fees or charges;
 - d. the business name, real estate licence number and phone/email of the advertiser (private sellers do not require licence details).
 6. Advertisements for training
 - 6.1 All advertising requests that relate to training products or services must:
 - a. identify if a training organisation is nationally or state registered, and provide a registered provider number;
 - b. disclose the courses the training organisation wishes to promote and specify:
 - whether it is a VET-accredited course (qualifications or skill sets) – if so, the legislated requirement is to use the National Registered Training Logo;
 - whether it is an accredited course only, rather than a national qualification from a training package, in which case the accredited code must be provided;
 - the mode of delivery – course delivery F2F, online delivery, blended or RPL.
 - 6.2 If there is a VET national outcome to an advertised course, but the provider is not an RTO, then they need to disclose the RTO partner and their provider number.