

# WEB & DIGITAL MEDIA KIT 2019

## APDR WEBSITE GROSS RATES & SPECS (AUD)

Banners	per month
Header Leaderboard (ROS)	2500
Horizontal Banner	1500
Square Button (ROS)	1500
Square Button within home page or selected page or article	1500

### Please note:

- Please add 10% GST to the above prices
- Max file size: Under 1Mb.
- We accept these files: jpeg, pdf, gif, png, static or animated.  
Please enquire if we support any other files or tags that you may require.
- Please send all web and digital material to [marilyn.tangye@venturamedia.net](mailto:marilyn.tangye@venturamedia.net)

## APDR WEBSITE STATS

Average Monthly Impressions **15,745**

Average Monthly Visits **10,658**

Google Analytics

The screenshot shows the APDR website homepage. At the top is a navigation bar with links for Home, Events Calendar, Videos, Back Issues, Subscribe, Advertising, Contact, and Log In. Below the navigation is the APDR logo and the tagline 'AUSTRALIAN DEFENCE IN A GLOBAL CONTEXT'. A main banner features a Raytheon advertisement with the text 'TRUSTED, INNOVATIVE SOLUTIONS: That Deliver an Electronic Warfare Advantage'. Below the banner are several article thumbnails, including 'AIRBUS LAUNCHES SMARTFORCE - SERVICES BRINGING THE POWER OF DATA TO MILITARY OPERATIONS', 'GRIPEN E IN THE AIR WITH SWISS PYLONS', and 'COVER STORY: BAE SYSTEMS AUSTRALIA ACHIEVES PEAK PRODUCTION ON F-35 ADVANCED MANUFACTURING'. A 'LAND' category filter is visible on the left side of the article grid.

The diagram illustrates the placement of advertising banners on the APDR website. It shows a large blue rectangle at the top representing the 'HEADER LEADERBOARD (ROS)' with dimensions 1068px(w) x 130px(h). Below it is a smaller blue rectangle representing the 'HORZ BANNER BETWEEN HOME PAGE CATEGORY'S OR SINGLE ARTICLE PAGE' with dimensions 728px(w) x 90px(h). On the right side, there are two blue squares representing 'BUTTON SIDE BAR (ROS)' with dimensions 250px(w)x 250px(h). At the bottom right, there is another blue square representing a 'SQUARE BUTTON WITHIN HOME PAGE OR SELECTED PAGE OR ARTICLE' with dimensions 250px(w)x 250px(h).