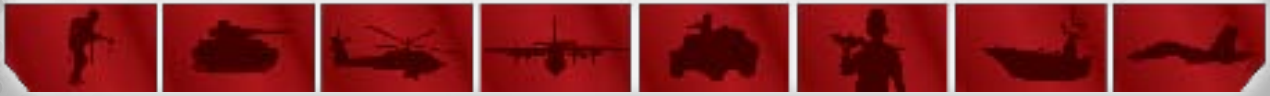


# ASIAN DEFENCE DIRECTORY

WWW.ASIANDEFENCEDIRECTORY.COM



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## ADVERTISING OPTIONS



**About**

The Asian Defence Directory provides a platform that brings defence suppliers and procurers together easily and professionally.

The Asian Defence Directory strives to meet and exceed the demanding defence information requirements of decision-makers within the armed forces, governments, military armaments and acquisition authorities across the Asian Pacific defence industry.

The Asian Defence Directory is Asia's most prestigious and comprehensive on line defence directory.

The Asian Defence Directory is the definitive capability and reference guide for defence & government groups including defence industry Primes throughout ASEAN countries.

This professional, content-rich site contains over 3000 listings, news, product showcases, events and much more

**ASIA PACIFIC DEFENCE OUTLOOK**



Nineteen Asia-Pacific countries will account for nearly One Third of the global defense budgets by 2020 and more than one-third of all active-duty military personnel.



Asia-Pacific economies are projected to drive 30 percent of the total global acquisition defence budget



Asia-Pacific economies are projected to drive 60 percent of the global increase in defence acquisitions, research and development



Conventional armed conflict in Asia-Pacific fell by 30 percent in 2001-14 over 1986-2000. More 80 percent of Asia-Pacific conventional conflict involved India Pakistan and Myanmar.

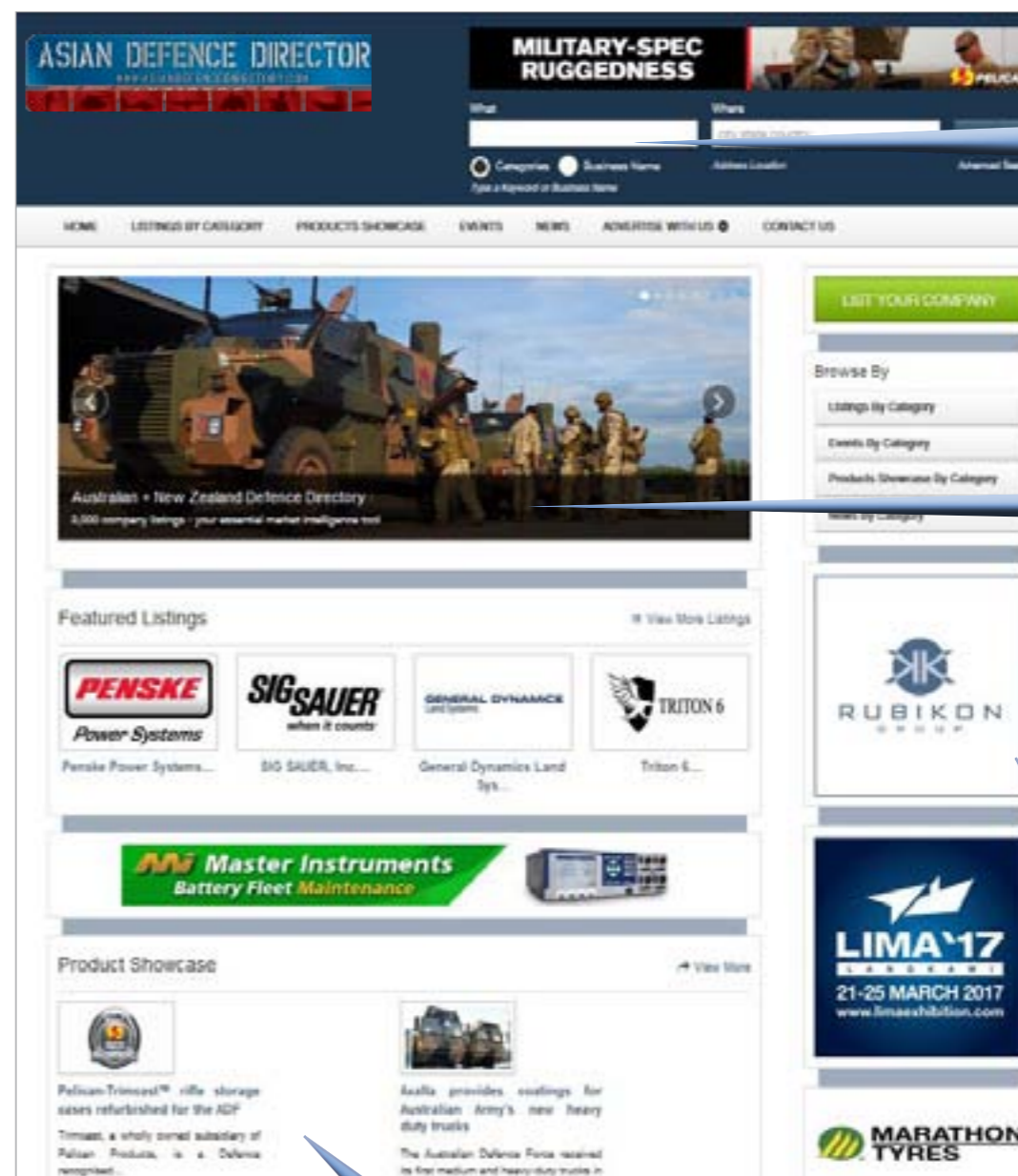


More than 50% of container traffic now move through Asia-Pacific. Naval budgets are projected to increase by 60% through 2020, as navies respond. China will build 30 new submarines and one new aircraft carrier.



Total worldwide incidents of piracy declined by 45% from 2010 to 2014, but incidents in Asia-Pacific increased by nearly 30%. The Chinese navy has rotated more than 16,000 sailors and more than 30 surface ships through escort and anti-piracy missions.

**ASIAN DEFENCE DIRECTORY ADVERTISING OPTIONS**



Web Banners from \$500 (12 months)

Dominant Slider from \$500 per month

WEB TILE \$400 (12 months)

**PRODUCT SHOWCASE**  
Showcase opportunities on our Homepage - available on application  
**\$100**  
(1 month) guaranteed Featured

**BUSINESS CARD**  
clicks to your listing from \$100

**Offering**

- Rich content capability
- Video & Photo Galleries
- Products & Services Showcase
- Interactive Map
- Supplier information.

**Customers can search for suppliers by:**

- Business Name
- Keywords
- Location
- Cage Code
- Product
- Business Classification

Visit [www.asiandefencedirectory.com](http://www.asiandefencedirectory.com) to see how easy and flexible it is to source defence

## ASIAN DEFENCE DIRECTORY ONLINE OPTIONS



### 1. Rich Content Capability

Clients enjoying a Professional Listing or above can take advantage of attaching video, photos and contents to their online listing.

### 2. Prioritised Search Results

Results are displayed in accordance with the extent of the companies online content. Those with a full corporate listing and print profiles are first, then in descending order down to standard listings. Each category is displayed alphabetically.

### 3. Enhanced functionality

Our online platform also features Events, Defence Links, Browse by Capability, Category, Featured Listings, Latest News and Product Showcases.

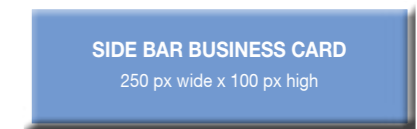
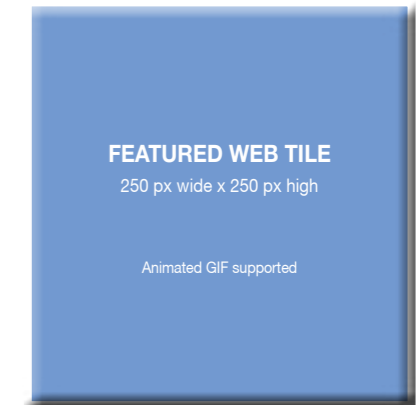
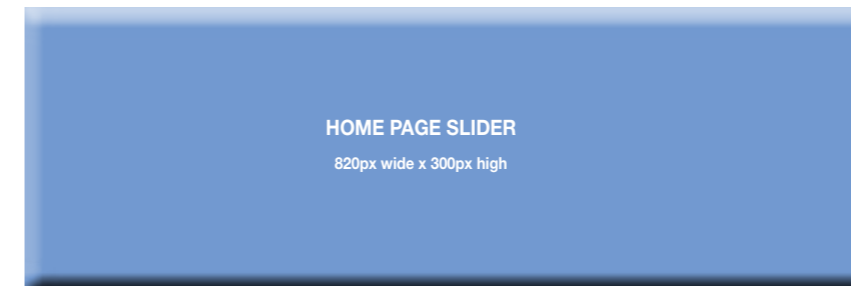
Video, Photos, Contact form, links to your email and website... and more!



Every listing features **INBUILT SEO**

## ARTWORK SPECIFICATIONS

### Display Advertising



### Web Advertising

**Logos:** min size 500px wide x 250px high (JPG, GIF or PNG)

**Images:** min size 500px wide x 250px high (JPG, GIF or PNG)

**Doc Attachments:** (PDF, DOC, TXT, JPG, GIF or PNG)

**Video Embed code:** Maximum video code size supported 380px x 200px.

**Featured Web Banners:** Animated GIF supported. No Flash Animation. 670px wide x 70px

### Artwork & Text

**Logos:** 80mm wide x 60mm high - JPEG, AI, EPS or PDF Vector art converted to outlines - AI, EPS or PDF

**Images/Photo art** minimum 300dpi - JPEG, TIFF or PSD

**Text:** Please supply as word document

## ADVERTISING RATES

DESCRIPTION	Normal Rate	Introductory Rate
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### WEB LISTINGS

Corporate Deluxe	\$1198 USD	\$599 USD
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- Full Color Logo
- Unlimited products/services categories
- Unlimited capability statement
- Live links to your company's website and email address
- Embedded video
- Image slideshow

Professional	\$798 USD	\$399 USD
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- 50 word company statement
- 5 product /services categories
- Image slideshow

Logo	\$398 USD	\$199 USD
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- Full Color Logo
- Contact details
- 2 product/services categories

Standard	\$100 USD	\$50 USD
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- Contact Details Only

DESCRIPTION	Normal Rate	Introductory Rate
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### WEB DISPLAY ADVERTISING

Banner (12 months)	\$1,000 USD	\$500 USD
Web Tile (12 months)	\$800 USD	\$400 USD
Product Showcase (1 month)	\$200USD	\$100 USD
Business Card	\$200 USD	\$100 USD
Home Page Slider (per month)	\$1,000 USD	\$500 USD

*\*Note:* other premium placement packages available upon request.



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