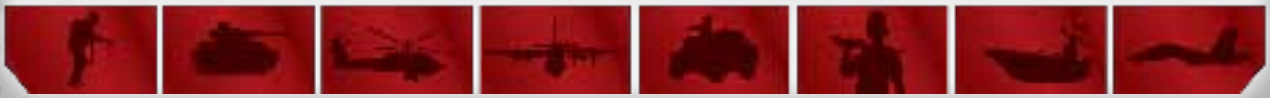


# ASIAN DEFENCE DIRECTORY

WWW.ASIANDEFENCEDIRECTORY.COM



WWW.ASIANDEFENCEDIRECTORY.COM



**ADVERTISING  
OPTIONS  
SPECIAL INTRODUCTORY RATES**



## 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

The screenshot displays the Asian Defence Directory website interface. At the top, there is a navigation bar with links for HOME, LISTINGS BY CATEGORY, PRODUCTS SHOWCASE, EVENTS, NEWS, ADVERTISE WITH US, and CONTACT US. A search bar is prominently featured with fields for 'What' and 'Where', and options for 'Categories', 'Business Name', and 'Address Location'. Below the search bar, a large slider image shows military vehicles and personnel, with a callout 'Web Banners' pointing to it. To the right of the slider is a 'LIST YOUR COMPANY' button and a 'Browse By' menu with options for 'Listings By Category', 'Events By Category', 'Products Showcase By Category', and 'News By Category', with a callout 'Dominant Slider' pointing to the menu. Below the slider is a 'Featured Listings' section with logos for PENSKE Power Systems, SIG SAUER, GENERAL DYNAMICS Land Systems, and TRITON 6, with a callout 'WEB TILE' pointing to the TRITON 6 listing. Further down is a 'Product Showcase' section with two items: 'Pelican-Trimcast™ rifle storage cases refurbished for the ADF' and 'Axalta provides coatings for Australian Army's new heavy duty trucks', with a callout 'PRODUCT SHOWCASE' pointing to the second item. On the right side, there are two more callouts: 'WEB TILE' pointing to a RUBIKON GROUP logo and 'BUSINESS CARD' pointing to a MARATHON TYRES logo. At the bottom right, there is a callout 'BUSINESS CARD' pointing to a LIMA '17 LANGKAWI 21-25 MARCH 2017 www.limaexhibition.com logo.

Web Banners

Dominant Slider

WEB TILE

PRODUCT SHOWCASE

BUSINESS CARD

### 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**

ASIAN DEFENCE DIRECTOR

www.cbgsystems.com

CBGSystems

What: [Search] Where: [Location]

Categories: Business Name: [Search] Address Location: [Search] Advanced Search

LISTINGS BY CATEGORY PRODUCTS SHOWCASE EVENTS NEWS ADVERTISE WITH US CONTACT US

Thales Australia and New Zealand

**THALES** Thales Australia and New Zealand

**Overview**

Thales Australia is a premier provider of systems, products and services in the defence, security and civil markets in Australia and throughout the world.

**Contact Information**

7 Murray Rose Avenue  
Sydney Olympic Park  
NSW  
Australia - 2127

Phone: 61 2 8037 6000  
Fax: 61 2 8037 6466  
Mail: sales@thalesgroup.com.au  
Website: http://www.thalesgroup.com.au

Contact This Listing

**Gallery**

Click here to view slideshow

**Video**

Thales launches export version

**Description**

Thales is a global technology leader for the Aerospace, Transport, Defence and Security markets. With 61,000 employees in 56 countries, Thales reported sales of €13 billion in 2014. With over 20,000 engineers and researchers, Thales has a unique capability to design and deploy equipment, systems and services to meet the most complex security requirements. Its unique international footprint allows it to work closely with its customers all over the world.

Thales Australia is a trusted partner of the Australian Defence Force and is also present in commercial sectors ranging from air traffic management and ground transport systems to security systems and services. Employing around 3,200 people in over 26 sites across the country, Thales Australia reported revenues of AUD 1 billion in 2014.

Thales Australia and New Zealand provides the following Products/Services:

- Weapons & Ammunition
- Weapons Systems
- Weapons
- Weapon Components
- Rifle components
- Pyrotechnics
- Guns to 125mm
- Guns to 155mm
- Gun Mounts

### 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!

**2**

ASIAN DEFENCE DIRECTOR

What: [Search] Where: [Location]

Categories: Business Name: [Search] Address Location: [Search] Advanced Search

HOME LISTINGS BY CATEGORY PRODUCTS SHOWCASE EVENTS NEWS ADVERTISE WITH US CONTACT US

Listings / Categories and Sub Categories / Aircraft & Components / Airframe

17 Results / Page 1 of 2

Order By: [Dropdown] Results: [Dropdown]

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z < PREV 1 2 NEXT > LAST >>

**Parker Hannifin (Australia) Pty Ltd**  
in services by Admin

**Parker**

Parker Hannifin is the world's leading diversified manufacturer of motion and control technologies and systems, providing precision-engineered solutions for a wide variety of commercial, mobile, industrial and natural resource markets.

9 Carrington Road  
Castle Hill  
NSW, Australia - 2154

Phone: 61 2 8842 5100  
Fax: 61 2 8842 5115  
Mail: info@parker.com  
Website: http://www.parker.com

**Airflite Pty Ltd**  
in services by Admin

**AIRFLITE**

Solutions based and customer focused, Airflite provides comprehensive airframe and component MRO capabilities to government and public sectors.

26 Neuton Road  
Perth Airport  
WA, Australia - 6106

Phone: 61 8 9478 9000  
Fax: 61 8 9478 9099  
Mail: info@airflite.com.au  
Website: http://www.airflite.com.au

**L-3 Communications**  
in services by Admin

**L-3**

L-3 is a prime contractor in electronic systems and services, aerospace systems, communication systems and

Level 1, 87 Northbourne Avenue  
Tynner  
ACT, Australia - 2612

Phone: 61 2 6248 4400

LIST YOUR COMPANY

Map: [Map]

**RUBIKON**

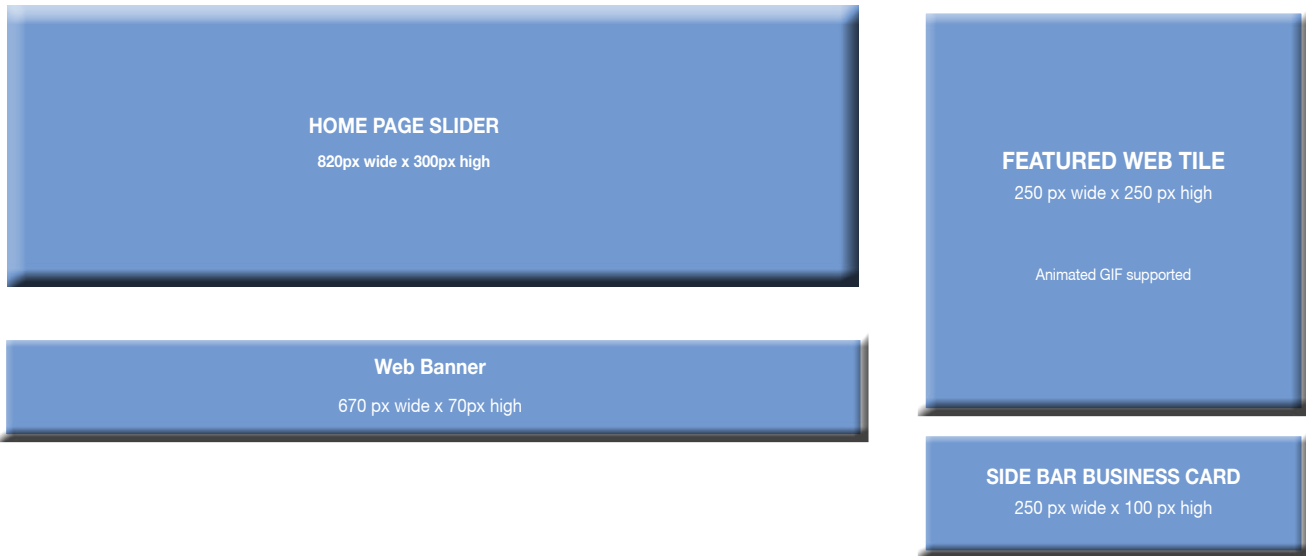
**TRVMS**

**Kellstrom**

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
<ul style="list-style-type: none"> <li>• Full Color Logo</li> <li>• Unlimited products/services categories</li> <li>• Unlimited capability statement</li> <li>• Live links to your company's website and email address</li> <li>• Embedded video</li> <li>• Image slideshow</li> </ul>		
Professional	\$798 USD	\$399 USD
<ul style="list-style-type: none"> <li>• 50 word company statement</li> <li>• 5 product /services categories</li> <li>• Image slideshow</li> </ul>		
Logo	\$398 USD	\$199 USD
<ul style="list-style-type: none"> <li>• Full Color Logo</li> <li>• Contact details</li> <li>• 2 product/services categories</li> </ul>		
Standard	\$100 USD	\$50 USD
<ul style="list-style-type: none"> <li>• Contact Details Only</li> </ul>		

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.



MEDIA PTY LTD

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 Fax: +61 3 9708 2233  
[www.jpmmedia.com.au](http://www.jpmmedia.com.au)  
[www.asiandefencedirectory.com](http://www.asiandefencedirectory.com)