

# ADVERTISING DEADLINES & MATERIAL SPECS

2022

dtrmagazine.com



DEFENCE CAPABILITY  
DEVELOPMENT AND  
ACQUISITION

## ADVERTISING DEADLINES

| ISSUE   | BOOKING/CANCEL DEADLINE | AD MATERIAL DEADLINE | PUBLISH DATE |
|---------|-------------------------|----------------------|--------------|
| DEC/JAN | 1 Dec                   | 3 Dec                | 10 Dec 2021  |
| FEB     | 26 Jan                  | 28 Jan               | 3 Feb 2022   |
| MAR     | 23 Feb                  | 25 Feb               | 3 Mar 2022   |
| APR     | 23 Mar                  | 25 Mar               | 31 Mar 2022  |
| MAY     | 27 Apr                  | 29 Apr               | 5 May 2022   |
| JUN     | 1 June                  | 3 June               | 9 June 2022  |
| JUL     | 29 June                 | 1 July               | 7 July 2022  |
| AUG     | 27 July                 | 29 July              | 4 Aug 2022   |
| SEPT    | 24 Aug                  | 26 Aug               | 1 Sep 2022   |
| OCT     | 21 Sept                 | 23 Sept              | 29 Sep 2022  |
| NOV     | 26 Oct                  | 28 Oct               | 3 Nov 2022   |
| DEC/JAN | 30 Nov                  | 1 Dec                | 8 Dec 2022   |

## MATERIAL SPECS *magazine*

| MATERIAL SIZE |            | WIDTH mm | HEIGHT mm |
|---------------|------------|----------|-----------|
| DPS           |            | 420      | 297       |
| DPS HALF      |            | 420      | 145       |
| FULL PAGE     |            | 210      | 297       |
| 1/2 PAGE      | Horizontal | 190      | 135       |
|               | Vertical   | 91       | 272       |
| 1/3 PAGE      | Horizontal | 190      | 88        |
|               | Vertical   | 58       | 272       |
| IFC           |            | 210      | 297       |
| IBC           |            | 210      | 297       |
| OBC           |            | 210      | 297       |

## WEBSITE ADS

| MATERIAL SIZE         | PIXELS    |
|-----------------------|-----------|
| Leaderboard           | 708 x 180 |
| Vertical Tile (left)  | 216 x 272 |
| Vertical Tile (right) | 216 x 272 |
| Lower Large Rectangle | 960 x 275 |

- Sizes are absolute, supplied advertising artwork requires no bleed
- Preferred file type for magazine: high-resolution PDF
- Preferred file type for website: animated/non-animated GIF, PNG or JPEG