



DEFENCE INDUSTRY AUSTRALIA™

Capability Catalogue 2010

ORDER FORM DIA 2010
Fax back to +61 2 6162 3337

Our company

will advertise in the Defence Industry Australia (DIA) Export Capability booklet & online:

Pacific 2010 Insert \$1000.00

DIA Capability Catalogue 2010

Existing Page—no alteration \$1600.00

text amendment only \$1700.00

graphic and text amendment \$1900.00

New Page \$2400.00

2000 Flyers (copies of our one page entry) \$600.00

includes page on www.defenceindustry.com.au

Banner Advertising and Media Promotion on www.defenceindustry.com.au

6 months front page, category and news section (125 x 300pixels) \$1200.00

6 months category and news section (125 x 300pixels) \$800.00

1 month front page, category and news section (125 x 300pixels) \$500.00

1 month category and news section (125 x 300pixels) \$350.00

12 month category section only (125 x 300pixels) \$200.00

send your media and news releases to artwork@defenceindustry.com.au

The above prices are exclusive of GST

Please indicate below which category(ies) your company will be advertising under:

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Electronic Systems | <input type="checkbox"/> Maritime |
| <input type="checkbox"/> Support Systems & Services | <input type="checkbox"/> Aerospace |
| <input type="checkbox"/> Land | |

A 10% discount will be given when your company advertises under more than one category
We hereby agree to the terms and conditions of this order as outlined on page two.

Our company purchase order number is and contact details are:

Name: Title:

Address:

Signature: ABN:

Tel: Fax:

Email: Mobile:

DIA sales consultant:

Photographs, Text and Logos

Text should be provided as soft copy 200~250 words emailed with electronic logo provided as a vector graphic created in Corel Draw or Adobe Illustrator saved as eps file and photos scanned at 300dpi at postcard size maximum 140mm wide or 120mm high. Please supply files saved as png, pdf, tif, psd or eps format. Please email photographs, text, logos and news releases direct to: artwork@defenceindustry.com.au

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Electronic Funds Transfer: Commonwealth Bank BSB 062 902 Account 1023 8680

www.defenceindustry.com.au

ADVERTISING ORDER TERMS AND CONDITIONS

1. Fine-Line Design & Publishing Pty Ltd is the "publisher" of the **DEFENCE INDUSTRY AUSTRALIA CAPABILITY CATALOGUE (DIA)** and all advertisements are accepted subject to the approval by the Publisher.
2. This order shall constitute the entire contract between the parties and no other terms, conditions or warranties (except as required by law) are included.
3. The Publisher may place the advertisement under such classified heading as the Publisher considers appropriate and may from time to time make alterations to the classified headings.
4. No specific position for display advertising is guaranteed in any issue, and the Publisher reserves the right to place such advertising in any position either on any page on which appears the heading with which such advertising is to be associated, or on any page opposite any such page. This clause does not apply when the contract specifies a specific page.
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6. No charge shall be made in respect of any advertisement which is omitted from the publication and upon the refund of the amount paid, less the design, marketing & sales costs the client shall have no further claim or remedy against the Publisher in respect of such omission.
7. The Publisher reserves the right to refund to the client such portion of the amount paid for any published advertisement which contains any error or omission as is fair and equitable. Upon such refund being made the client shall have no further claim or remedy against the Publisher in respect of any such error or omission.
8. The Publisher shall not be liable for any loss or damage (including consequential damage) arising from the publication or acceptance for publication of the advertising or for any error or omission in the publication of the advertisement or the omission altogether of the advertisement from the publication however caused.
9. Any claim against the Publisher by the client shall be in writing and received by the Publisher at the address shown herein within (7) days of the relevant publication, beyond which time no claim will be considered.
10. The Publisher will provide a proof to the client of the advertisement for approval and any alterations, additions or corrections are to be marked thereon by the client and the proof copy signed and dated by the client. Any proof returned to the Publisher not signed and or dated will be deemed to be correct.
11. The Publisher may change or delete any part of the advertising without notice to the applicant so as to comply with any appropriate requirements, standards or practices relating to this type of publication.
12. The Publisher reserves the right to cancel this order at any time prior to publication.
13. The Publisher shall not be liable in any way for any variation in the proposed publication date, distribution, or period of issue of any publication.
14. The client warrants to the Publisher that the matter within the advertisement in no way contravenes any State or Federal Legislation, copyright or trade mark laws, or any other statute, regulation or law whatsoever and contains nothing obscene, indecent or libellous and is not false or misleading and is not liable to deceive or mislead in any way.
15. The client warrants the client is the owner of (or is authorised by the owner thereof to use in the publication) any business name, trade mark, trade name, logo or illustration forming part of the advertising copy.
16. The advertising fee does not include artwork costs for individual advertisers.
17. The expression "Production" herein means and includes plates, artwork, photography, bromides, special typesetting and the like.
18. The amount of Production charges shown on the front hereof is additional to the charges for advertising items and is payable net cash with order unless otherwise authorised by the Publisher.
19. The Publisher is authorised to drawdown up to 25% of advertising fees to meet preliminary costs (marketing & publication design). Upon submission of printing the publisher is authorised to drawdown all advertising fees.
20. The publisher is not liable in any way if the Department of Defence cancels their agreement with the Publisher or for fails to provide the relevant material to the publisher which is required to produce and publish DIA.
21. Rescission of this order by the client, to be effective, must be in writing in accordance with a right to rescind pursuant to the provisions of this agreement and must be received by the Publisher not later than seven (7) days from the date of this order. The client agrees with the Publisher that unless rescission strictly complies with these requirements such purported rescission shall be ineffective.
22. If any payment due under this agreement for advertising or for Production charges is not made on, or before its due date the Publisher shall be entitled at its option to cancel this agreement or to declare that all monies outstanding under this agreement shall become immediately due and payable.
23. The client hereby agrees to indemnify the Publisher from any claims, demands, damages or liability whether caused by negligence or otherwise arising directly out of or caused by or connected with the printing or publication of the within advertising items. The consideration for this indemnity shall be the acceptance of an advertisement for publication.
24. This order is not binding upon the Publisher until evidence of acceptance by an authorised officer of the Publisher is endorsed thereon.