

# Angus Australia Catalogue & Advertising Request Form



Sale Name: Lawsons Angus Roma Sale Sale Date: 30<sup>th</sup> July  
Sale Venue: Roma Sateyards, Roma QLD Sale Time: 11am  
Sale Type:  Auction  Private Treaty - Start date: 30<sup>th</sup> July P.T End date: \_\_\_\_\_  
Membership Name: H & R Lawson 11am Herd Id: V44  
Member Signature: Ruth Lawson Date: 5.7.21

Angus Australia offers a number of sale catalogue options which provide effective tools to market your sale. Which catalogue service do you require?

**Semen or Embryo**  
\$22.00 per animal/lot

#### What's included in the Semen or Embryo service?

- Lots added to AngusSELECT and Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- Online catalogue promoted on Angus Australia social media
- 12 month catalogue listing

**Standard Catalogue**  
(includes Private Treaty)  
\$6.60 per animal/lot

Standard Template Number: \_\_\_\_\_

(found on Angus Australia website)

#### What's included in the Standard Catalogue service?

- Lots added to AngusSELECT, and Sale Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- Online catalogue promoted on Angus Australia social media
- CSV data extract (inc. Reference Sires)
- Choice of standard templates
- Downloadable Sale Catalogue PDF (incl. Reference Sires) for print.
- Standard Quick Summary EBV Table (inc. Reference Sires)

**Customised Catalogue\***  
\$6.60 per animal/lot +  
\$99.00 per/hr processing

Use the same catalogue layout  
as previous years

#### What's included in the Customised Catalogue service?

- Lots added to AngusSELECT, and Sale Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- Online catalogue promoted on Angus Australia social media
- Ability to include Semen and Embryo lots
- Customised templates i.e., EBV removal, change to 2 or 3 gen pedigree, shading of EBVs, specific colour etc.
- Customised Quick Summary EBV Table (inc. Reference Sires)

Standard Template Number: \_\_\_\_\_

Colour  Black & White

Page Size:  DL  A5  A4 Raw Structural Data:  Yes  No

Number of lots per page: \_\_\_\_\_ How many Generations: \_\_\_\_\_ Which EBV run required? \_\_\_\_\_

Show all EBVs:  YES  NO, use the following: \_\_\_\_\_

EBV Shading:  Top 10%  Top 20%  Other: \_\_\_\_\_  Shade Quick EBV table also.

**Full Catalogue Design\***  
\$6.60 per animal/lot +  
\$99.00 per/hr processing

#### What's included in the Full Catalogue Design service?

- Lots added to AngusSELECT, and Sale Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- Online catalogue promoted on Angus Australia social media
- Designed catalogue promoted via social media
- Ability to include Semen and Embryo lots
- Individual lot design
- Cover to cover design
- Published on ISSUU including emailed electronic version
- Statistics available for ISSUU electronic version
- Organise printing if required
- Customised Quick Summary EBV Table (inc. Reference Sires)

## Full Catalogue Design\*

\$6.60 per animal/lot +  
\$99.00 per/hr processing

Standard Template Number: \_\_\_\_\_  Colour  Black & White  
 Page Size:  DL  A5  A4 Raw Structural Data:  Yes  No  
 Number of lots per page: \_\_\_\_\_ How many Generations: \_\_\_\_\_  
 Which EBV run required? \_\_\_\_\_  
 Show all EBVs:  YES  NO use the following: \_\_\_\_\_  
 EBV Shading:  Top 10%  Top 20%  Other: \_\_\_\_\_  
 Shade Quick EBV table also

\*Please allow a 10-working day turnaround time for Customised and Full Catalogue Design Services from the day received at the office

Please forward the requested information to the following printer:

Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_ Date Required: \_\_\_\_\_

## Advertising Services

The Angus Australia website is a very effective advertising tool which reaches your target market. Receiving over 40,000 visits on average each month, the Angus Australia website is now the central hub for sale information.

Those members taking out a Sale Catalogue with Angus Australia are entitled to 20% discount on their web site advertising rates, which advertising service would you like for your above catalogue?

- Banner Advertising**  
 Angus website advertising\*  
 \$152.30 per week

### What's included in this service?

Angus Australia offers advertisers banner advertisements which appear on the right hand side of the Angus Australia home page. This banner advertisement can be linked to your sale catalogue, website, a pdf document, or even a video of your animals - the choice is yours. As an added bonus, Angus Australia posts your banner advertisement on the Angus Australia Facebook page.

- Angus eNewsletter (eNews)**  
 300px wide by 250px high  
 \$110.00 per week  
 600px wide by 174px high  
 \$330.00 per week

### What's included in this service?

You may elect to include a banner advertisement in the Angus newsletter - eNews. Emailed to over 4,500 Angus Australia members and others weekly, these recipients have elected to receive all of the latest Angus news, events and advertising by email. These advertisements can be linked to your preferred information and are also uploaded to the Angus Australia Facebook page.

- Design service**  
 \$99.00 per/hr  
 or part thereof\*\*

### What's included in this service?

Angus Australia offers an inexpensive design service. For \$99 per hour or part thereof, we can create your advertisement and send you a draft to approve or request a change.

Alternatively, if you wish to supply your own artwork, we ask that the artwork meet the following criteria: JPEG, PNG or GIF file, 300px wide by 250px high (no bleed), RGB Colour and 72dpi. When supplying a GIF there is a 4 slide maximum.

\* including 20% sale catalogue discount and GST - \$121.84 per week. \*\* Payable if any artwork requested and initiated

I give permission for Angus Australia to set up a Facebook Event for my sale that will display on the Angus Australia Facebook page.

I would like to book the above eNews/advertising starting from the \_\_\_\_\_ and end on the \_\_\_\_\_

By signing this form, you are confirming that you have fully read, understood and agree to the Terms and Conditions that are specified in the Angus Australia Catalogue Agreement and Angus Australia Advertising Agreement.

Member Ident: VLY Member Name: H & R Lawson  
 Signature: [Handwritten Signature] Date: 5.7.21