



37,700 monthly unique users



866,000 monthly page views







5,600 cattle subscribers



5,800 sheep subscribers



2,314



9,320



1,180



Advertising Options

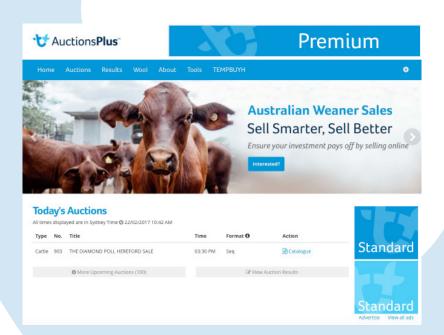
Advertising can be purchased on a weekly, monthly or 6 monthly basis.

The advertising month refers to a period of 4 weeks. Non-AuctionsPlus
Related Ads refer to ads that are advertising auctions, events or websites not related to AuctionsPlus or an AuctionsPlus auction. AuctionsPlus reserves the right to reject any ads that are inapropriate or that may conflict with AuctionsPlus trade of business.

Standard Advertising – Square banner ad which is displayed in random order with any other current ads on all pages of the website and all can be viewed at any time on the View All Advertisers Page.

Premium Advertising – Top leader board banner ad which is displayed on the top of the AuctionsPlus webpage which runs per week from Thursday afternoon to Thursday afternoon.

Premium Advertising Package— Offered as a monthly package and includes the premium ad for one week and the standard ad for 3 weeks.



Newsletter Advertising – AuctionsPlus distributes a monthly newsletter which is distributed nationally to over 7,000 primary producers, agents, processors, live exporters, feedlotters, breed societies and other AuctionsPlus customers. Advertising can take on two forms – an advertisement or an editorial with an advertisement. The editorial can be up to 150 words with an accompanying image, for example a testimonial.

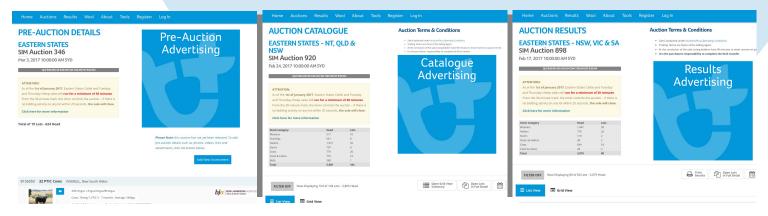
Advertising Options

Market Comments – Each Friday, market comments are distributed to over 5,000 subscribers and includes details and comments about the cattle and sheep sales held on AuctionsPlus over the week. This campaign includes advertising in the market comments newsletter which is emailed out to subscribers as well as posted on Facebook & Twitter.



The pre-auction, catalogue and results ad includes an ad in all generic cattle or sheep catalogue spaces. This will allow you to target cattle and sheep producers and buyers with an average of 10,000 views on each catalogue. These are broken down into three options. You have the option to choose just one package or all 3;

- Pre-auction details advertising The ad will appear in the pre-auction details for the chosen sale which can be uploaded up to a month before. Continue the ad in the Catalogue and Results
- **Catalogue advertising** The ad will appear on the catalogue once the sale has been built and released, up until the sale has finished. This also includes an ad in the catalogue newsletter that is emailed out to over 4,000 cattle or sheep subscribers.
- Results advertising The ad will appear in the results page as soon as the sale has
 concluded and will remain on the results page for that sale until the auction drops off the



Prices & Sizing



Standard Website Advertising Campaign

AuctionsPlus Related

- \$175 1 week
- \$525 1 month
- \$1,900 6 months

Non-AuctionsPlus Related

- \$350 1 week
- \$1.050 1 month
- \$3,800 6 months

Premium Website Advertising Campaign

AuctionsPlus Related

\$500 - 1 week

Non-AuctionsPlus Related

• \$1.000 - 1 week

Premium Website Advertising Package

AuctionsPlus Related

Non-AuctionsPlus Related

\$925 - 1 month

\$1.850 - 1 month

Other Advertising

Monthly Newsletter Advertising - \$600

Monthly Newsletter Advertising & Editorial - \$1000

Pre-Auction Details Advertising - \$500

Catalogue Advertising - \$550

Results Advertising - \$500

Market Comments Advertising - \$500

Premium Advertising Campaign - Web version(gif/jpg)	728x90 pixels
Premium Advertising Campaign - Mobile version(gif/jpg)	300x50 pixels
Standard Advertising Campaign (gif/jpg)	180x150 pixels
Monthly Newsletter Ad (gif/jpg)	600x180 pixels
Pre-Auction Details, Catalogue & Results Advertising (gif/jpg/video)	400x400 pixels
Ad in Catalogue newsletter (jpg)	6000x180 pixels
7.5	
Market Comments Advertising (jpg)	760x180 pixels

Tailored Advertising packages that suit your needs are available. Please Contact AuctionsPlus on 02 9262 4222 or advertising@auctionsplus.com.au to get a quote.

