



AuctionsPlus™ ADVERTISING PACK



37,700
monthly unique users



866,000
monthly page views



36%
female



64%
male



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 inappropriate 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.

The screenshot shows the AuctionsPlus website interface. At the top, there is a navigation bar with the AuctionsPlus logo and a 'Premium' label. Below the navigation bar is a large banner ad for 'Australian Weaner Sales' with the text 'Sell Smarter, Sell Better' and a 'Interested?' button. Below the banner is a section titled 'Today's Auctions' with a table of auction listings. The table has columns for Type, No., Title, Time, Format, and Action. The first row shows a cattle auction titled 'THE DIAMOND POLL HEREFORD SALE' at 03:30 PM. There are also buttons for 'More Upcoming Auctions (100)' and 'View Auction Results'. On the right side of the page, there are two 'Standard' labels with 'Advertise' and 'View all ads' links.

Type	No.	Title	Time	Format	Action
Cattle	903	THE DIAMOND POLL HEREFORD SALE	03:30 PM	Seq	Catalogue

Newsletter Advertising – AuctionsPlus distributes a monthly newsletter which is distributed nationally to over 7,000 primary producers, agents, processors, live exporters, feedlotter, 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.

Home Auctions Results Wool About Tools TEMPBUYH

Weekly Livestock Market Comments

Friday, 17 February 2017

By Harriet Forster and Richard Ridge

Thursday saw AuctionsPlus interface The Glenoak dispersal which had unjoined 44kg 3 year old merino ewes top the sale, selling for \$91. While 40kg 2 year old unjoined merino ewes sold for \$87. The two priced lots were both purchased online, with 9 bidders and 19 guests logging in online.

Market Comments

State	Town	Details
QLD	Richmond	127 BrahX & Beef MakerX Cows, 5-16 yrs, 475 kg, Jnd Santa, Simm & Brah, passed \$1045
QLD	Capella	32 DM Cows, 5 yrs, 651 kg, Jnd DM, \$2000

Week Ending: 17/02/2017

Tweets by @AuctionsPlus

AuctionsPlus Pty Ltd @AuctionsPlus
The Diamond Pool Hereford Sale - today at 3:30PM EST - Interfaced online via AuctionsPlus 48 lots offered! Click here [bit.ly/2m0wYTI](#)

AuctionsPlus Pty Ltd @AuctionsPlus
Injanna 48th Annual Carcase revolution Penetration Rate .

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

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PRE-AUCTION DETAILS

EASTERN STATES
SIM Auction 346
Mar 3, 2017 10:00:00 AM SYD

ATTENTION:
As of the 1st of January 2017, Eastern States Cattle and Tuesday and Thursday sheep sales will run for a minimum of 30 minutes from the 30-minute mark, this means the auction, if there is no bidding activity on any lot within 20 seconds, the sale will close. Click here for more information

Total of 19 Lots - 624 Head

Pre-Auction Advertising

Please Note: this auction has not yet been released. To add pre-auction details such as photos, videos, links and attachments, click the button below.

Add New Attachments

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AUCTION CATALOGUE

EASTERN STATES - NT, QLD & NSW
SIM Auction 920
Feb 24, 2017 10:00:00 AM SYD

ATTENTION:
As of the 1st of January 2017, Eastern States Cattle and Tuesday and Thursday sheep sales will run for a minimum of 30 minutes from the 30-minute mark, this means the auction, if there is no bidding activity on any lot within 20 seconds, the sale will close. Click here for more information

Stock Category	Head	Lots
Wethers	517	30
Heifers	661	8
Heifers	1,915	25
Steers	795	8
Cows	779	26
Cows & Calves	795	16
Bulls	360	1
Total	5,636	104

Catalogue Advertising

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AUCTION RESULTS

EASTERN STATES - NSW, VIC & SA
SIM Auction 898
Feb 17, 2017 10:00:00 AM SYD

ATTENTION:
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Stock Category	Head	Lots
Wethers	5,457	30
Heifers	775	20
Steers	119	2
Steers & Heifers	49	2
Cows	644	18
Cows & Calves	48	2
Total	8,097	80

Results Advertising

Now Displaying 80 of 80 Lots - 3,079 Head

Print Results Open Lots Full Detail

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

- \$925 - 1 month

Non-AuctionsPlus Related

- \$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 6000x180 pixels
Ad in Catalogue newsletter (jpg)	
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.