

# 2019 ADVERTISING



## WEBSITE ADVERTISING

Standard	\$425 *	180 x 150 pixels	gif/jpeg	60kb
Premium Package	\$1300 *	728 x 90 pixels	gif/jpeg	50kb
Catalogue Runners	\$580 *	970 x 90 pixels	gif/jpeg	75kb
Market Comments Package	\$710 *	728 x 90 pixels	gif/jpeg	75kb
Auctions Finish	\$175 *	728 x 90 pixels	gif/jpeg	75kb
Cattle or Sheep Campaign	\$1300 *	480 x 320 pixels	gif/jpeg	75kb

## EMAIL ALERTS

Monthly Newsletter - Top Leaderboard	\$725	720 x 90 pixels	jpeg	75kb
Monthly Newsletter - Bottom Leaderboard	\$525	720 x 90 pixels	jpeg	75kb
Monthly Newsletter Advertorial	\$400	200-300 words	-	-
Weekly Sheep Alert - Top Leaderboard	\$320	600 x 110 pixels	jpeg	75kb
Weekly Cattle Alert - Top Leaderboard	\$320	600 x 110 pixels	jpeg	75kb
Market Comments - Weekly Email	\$320	850 x 110 pixels	jpeg	75kb

## AD PACKAGES & EXTRAS

Premium Package	\$1300
Newsletter & Editorial Package (top Leader)	\$1000
Social Media Package (per/post)	\$55
Campaign Package	\$1300
Market Comments Package	\$710
Design Changes (after #1 edit)	\$75

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## ANNUAL SPEND DISCOUNT

\$5000	2%
\$10,000	4%
\$15,000	6%
\$20,000	8%

## FWD SELLING DISCOUNT

5 or more bookings	2%
10 or more bookings	4%
20 or more bookings	6%

## RULES

- Annual spend and forward selling discounts can't be combined
- Any unique ad requests need to be authorised by AuctionsPlus sales manager
- Any unsold positions are laid out at our discretion
- If using AuctionsPlus to interface your livestock sale you receive 20% off advertising (other discounts do not apply and cannot be used in conjunction with this.)

## GENERAL REQUIREMENTS & DEADLINES

- Any advertisements created with a white background must have a black or coloured border to avoid the ad 'floating' on the AuctionsPlus website which is predominantly white.
- The URL you would like the advertisement to link to will need to be supplied with the artwork.
- Bookings along with ad copy and images must be submitted by 5pm two days prior to desired upload date
- Approval of ad design completed by 5pm the day prior to upload date
- If material is not supplied by the appropriate deadline AuctionsPlus reserves the right to repeat material previously used or not run the advert.
- All display advertising will also be available in AuctionsPlus mobile form in a 300 x 50 pixel format