



Advertising Solutions


AuctionsPlus

Why **advertise** on AuctionsPlus?

AuctionsPlus has grown to become Australia's single largest and most trusted digital marketplace.

With a thriving agricultural community, where business prospers, AuctionsPlus has built an eco-system of online tools to reach a highly targeted, trusted and connected Ag audience to deliver sales outcomes.

Our market is all over Australia – we connect you to a national audience via the single largest online saleyard in Australia.



National Ag Audience



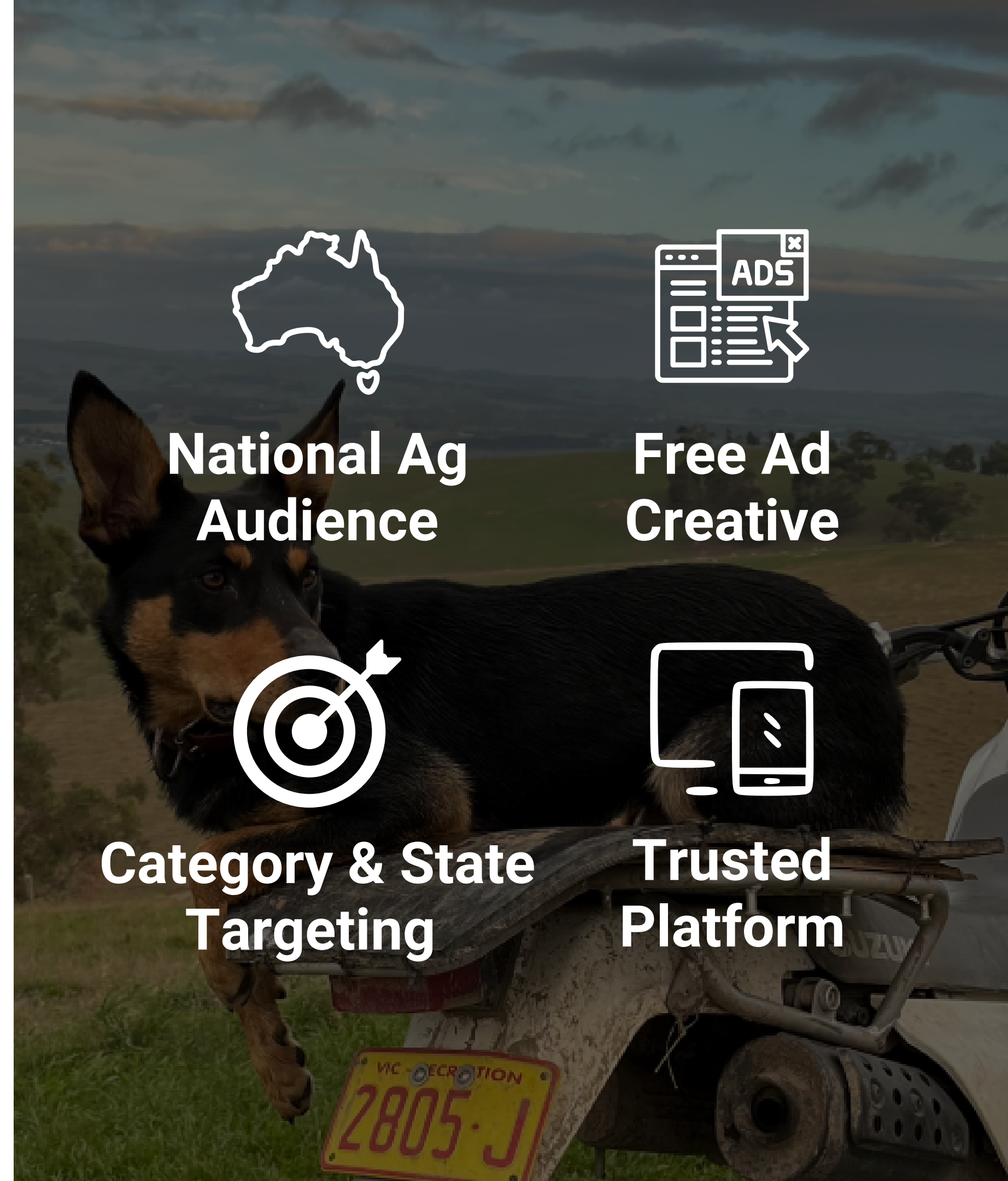
Free Ad Creative



Category & State Targeting



Trusted Platform



Insights

266K

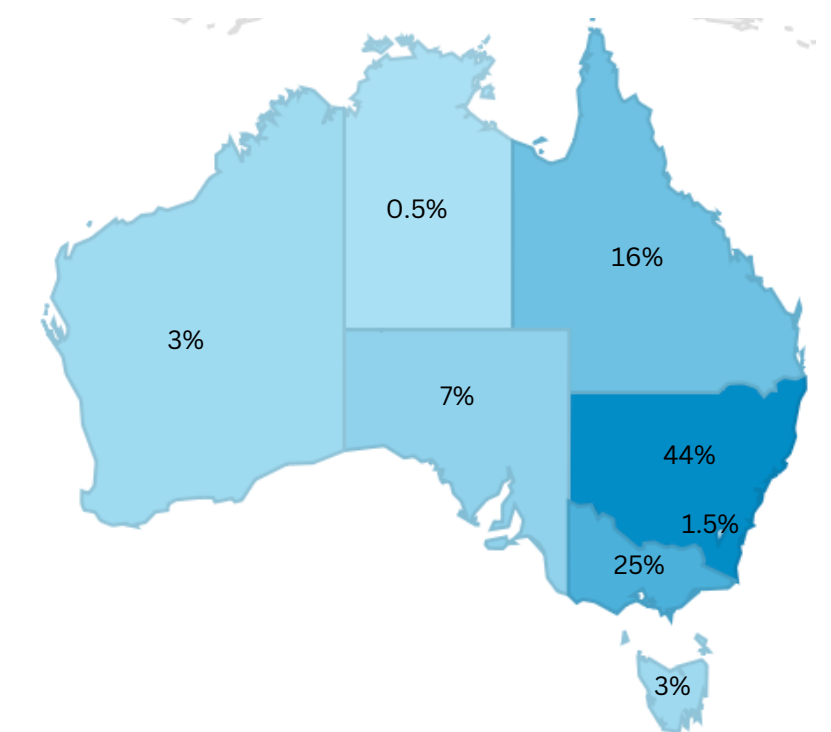
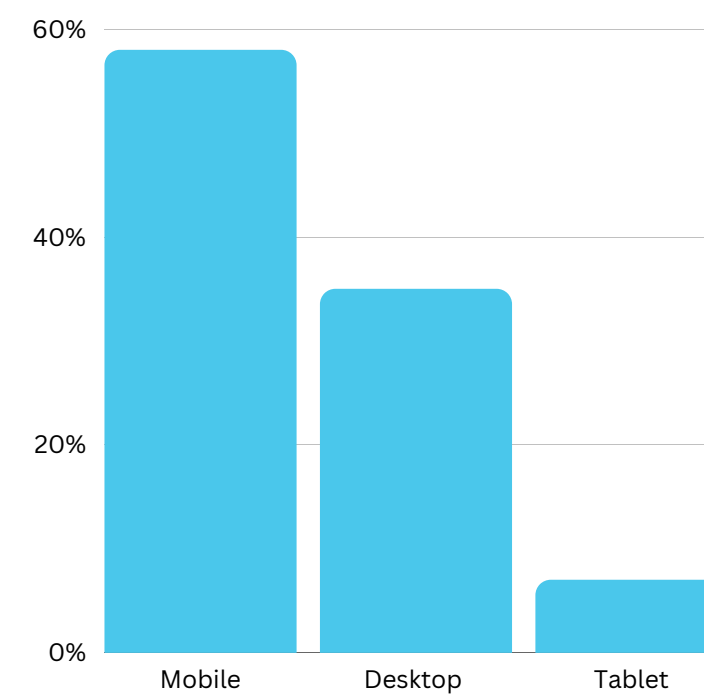
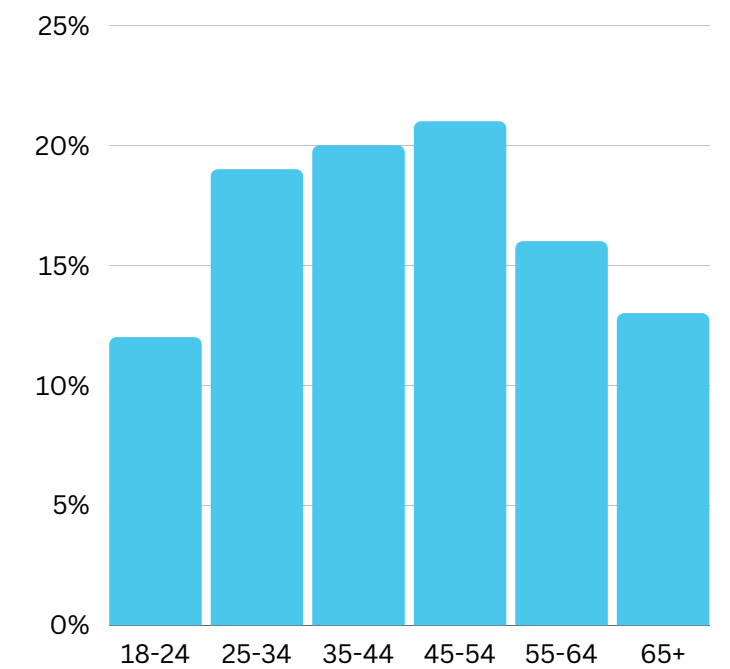
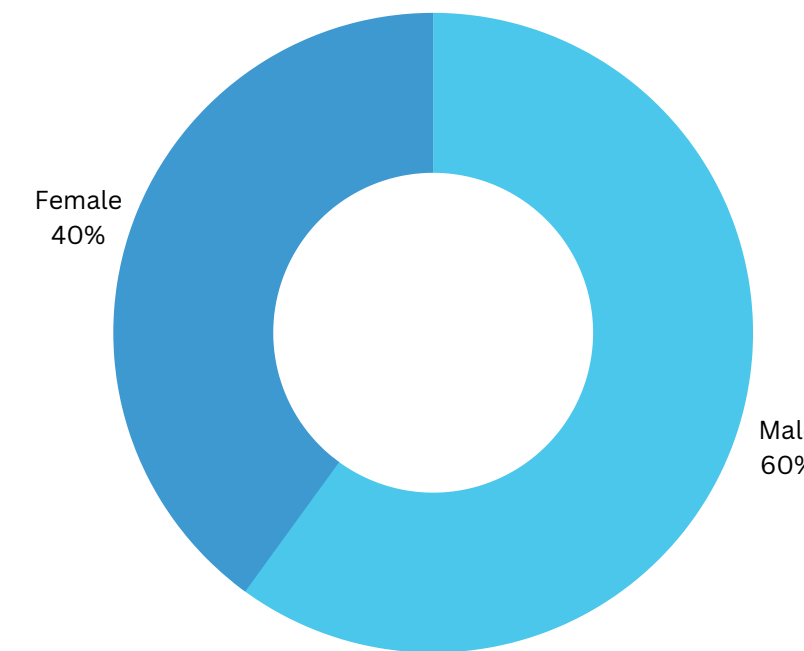
Avg Monthly Unique Browsers

4.3M

Ave Monthly Pageviews

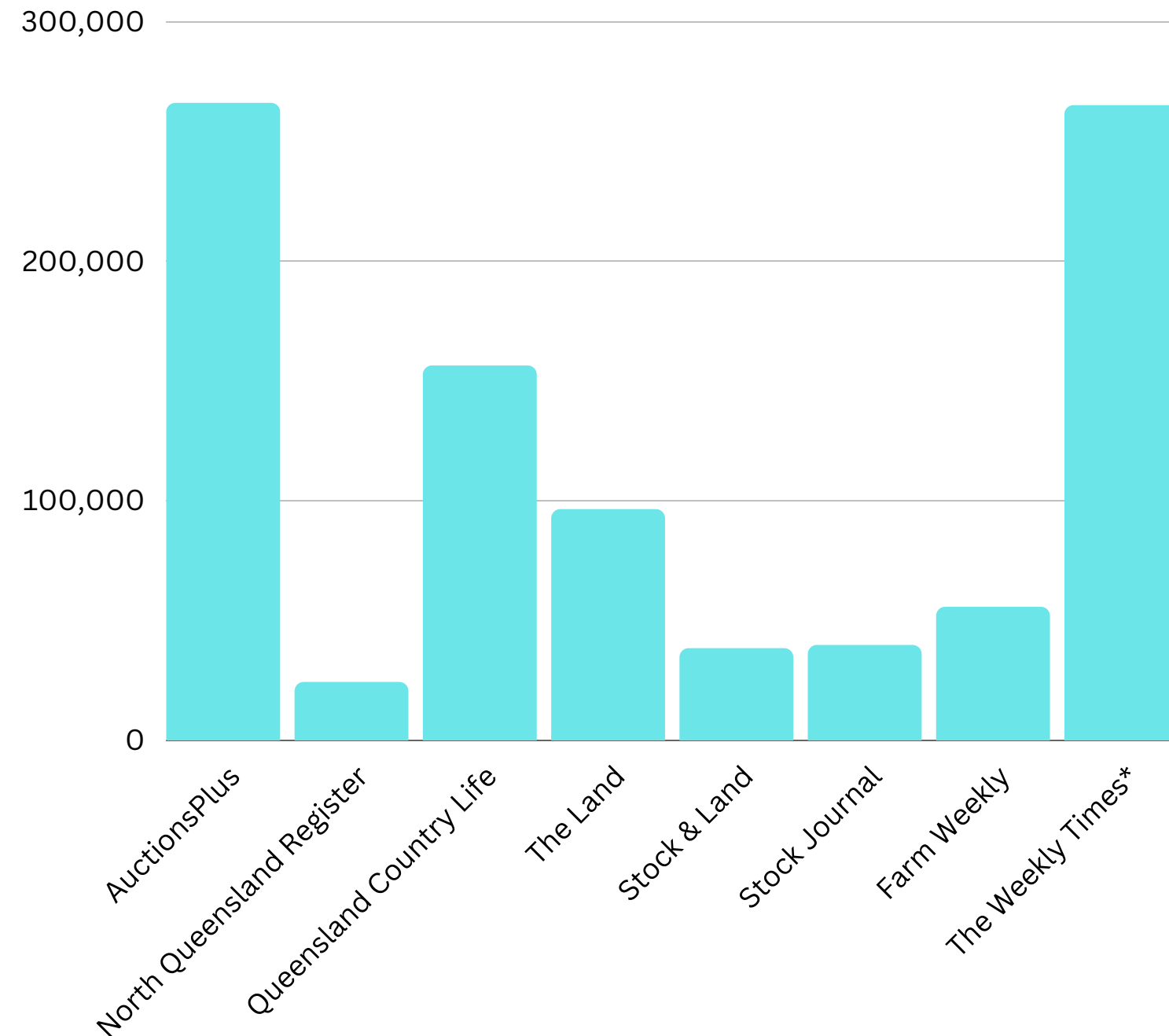
6:37

Average Dwell Time

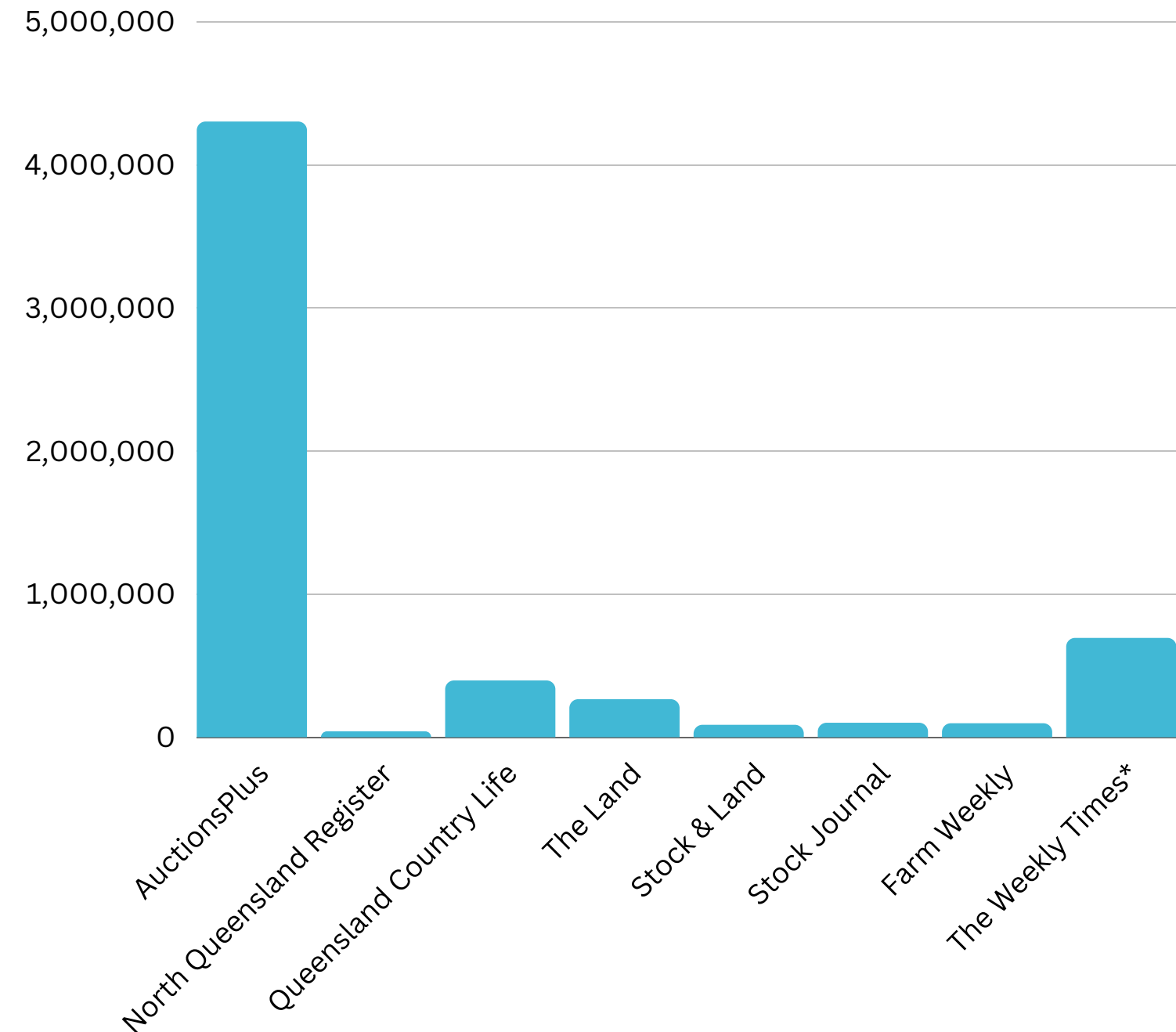


Competitor Analysis

Avg Monthly Unique Browsers



Ave Monthly Pageviews



- The Weekly Times is predominately a Victorian audience

2023 Pricing



Bronze
\$550

Silver
\$1,200

Gold
\$1,700

Platinum
Custom

Impressions

25,000

60,000

90,000

Custom (100K+)

Ad Size

Leaderboard, MedRec,
Mobile Banner

Leaderboard, MedRec,
Mobile Banner

Leaderboard, MedRec,
Mobile Banner

Leaderboard, MedRec,
Mobile Banner

Catagory Targeting*



State Geo-Targeting



Duration

2 Weeks

2-3 Weeks

2-3 Weeks

2-4 weeks

Creative

Standard

Standard

Standard

Custom

Prices are excluding GST.

Packages are exclusively for clients running auction with AuctionsPlus

*Category Targeting: Cattle, Sheep, Machinery, Auction Results, Up Coming Auctions,

Ad Specs: Leaderboard: 728(w) x 90(h) px, MedRec: 300(w) x 250(h) px, Mobile Banner: 320(w) x 50(h) px



Additional Information

Display Advertising: Display advertising offers reach, scale, and performance, through targeted placements, diverse ad formats, creative, and measurable results across premium publisher sites like AuctionsPlus.

Impressions: An impression is when a user sees an advertisement on a website. An impression occurs any time a user opens an app or website and an advertisement is visible. Cost per thousand (CPM) refers to the cost an advertiser pays per one thousand ad impressions on a web page.

Run of Category: Display ads can be scheduled to run across the whole AuctionsPlus site or run of category. Categories include; cattle, sheep, machinery, auctions results and up coming auctions

Click-Through Rates & Industry Standards: Click-through rate (CTR) gauges how well display ads perform. CTR is the number of clicks your ad receives divided by the number of times that your ad is shown: $\text{clicks} \div \text{impressions} = \text{CTR}$. Industry standard is: 0.05%

Creative: AuctionsPlus will produce all livestock ad creatives.

Asset Requirements:

- High Res Logo
- High res images (Up to 3)
- Copy (up to 3 sentences. No more than 7 words each)
- Call to action (ie, Find out more, Learn More, Download Catalogue etc)

Standard Design: 1 round of feedback

Custom Designs: 2 rounds of feedback

Speak to our team

After more information about selling seedstock online? Our team is here to help! Reach out to us via the details below to discuss your next stud sale.

Advertising Contact

Josh Bailey
jbailey@auctionsplus.com.au
0411 957 778

Website

www.auctionsplus.com.au



Scan or click QR to
book your sale in now



The logo consists of a stylized blue 't' and 'a' symbol above the text 'AuctionsPlus' in a white, sans-serif font. This is displayed on the back of a dark blue quilted vest.