



AuctionsPlus

Stud Sales



AuctionsPlus is the most **trusted** and **widely used** online agricultural marketplace in Australia.

With over 266,000 unique visitors each month, the chances are the prospective buyers you are looking for have used us before.

\$3.5bn

Gross merchandise sales annually

\$2.85bn

Livestock sales facilitated annually

6,100+

Active bidders per month





Why **sell seedstock** on AuctionsPlus?

AuctionsPlus has built an eco-system of online selling tools for the agriculture sector to enable you to reach a highly loyal, trusted and engaged national audience.



Tailored Sale Packages

Whether you are looking to go online only, or want to interface your on-farm sale with audio and video - we can tailor your sale package to suit your needs.



Advertising Packages

With a range of digital advertising solutions including on-site display, advertorial sponsored content, market eDMs and more we can help you reach over 85,000 highly engaged users per week.



Digital Catalogue

Your sale catalogue is transformed into a digital handbook enabling you to upload multiple photos, videos, data and sale information which is then distributed to our network of over 20,000 subscribers.



National Audience

Our users are all over Australia – giving you the opportunity to connect and market your stock to our national audience via the single largest online trading platform for livestock in Australia.

Classic Package

A physical sale is also open to online bidders - both buyers on-farm and online are able to see what bids are being placed.

- ✓ Online buyers can also bid on lots being offered on farm
 - ✓ Sale day results bundled up into a comprehensive post-sale report
 - ✓ Digital sale catalogue distributed to our network of over 20,000 subscribers
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Prime Package

Increase competition both online and on-farm by streaming audio directly from the auctioneer at your sale to your online bidders.

- ✓ Your on-farm sale is open to online bidders from all over Australia
 - ✓ Audio from the auctioneer is streamed online so that bidders can hear all the action on the ground
 - ✓ Sale day results bundled up into a comprehensive post-sale report
 - ✓ Digital sale catalogue distributed to our network of over 20,000 subscribers
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Premium Package

As well as audio, a premium package has the added feature of video streaming, meaning your online bidders can both see and hear what is happening on-farm.

- ✓ Your on-farm sale is open to online bidders from all over Australia
 - ✓ Increase competition by enabling online bidders to watch all the action with a live video stream
 - ✓ AuctionsPlus representative onsite on sale day
 - ✓ Sale day results bundled up into a comprehensive post-sale report
 - ✓ Digital sale catalogue distributed to our network of over 20,000 subscribers
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2023 Pricing

Classic
\$2,900

153 head cattle
289 head sheep

Prime
\$3,200

170 head cattle
322 head sheep

Premium
\$4,700

250 head cattle
472 head sheep

Online Bidding



Audio Streaming



Video Streaming



A+ Staff Onsite



Post-Sale Report



Catalogue Distribution



Prices are excluding GST.

* Standard listing fees apply should the number of head be greater than the stud sale package quoted above.



Additional Costs

**Price
ex GST**

Pre-bidding (changing a SIM sale to a SEQ sale)

\$1,500

Booster/StarLink hire

\$500

Streaming a classing day

\$1,750

Combining information from multiple vendors

\$300

Renaming photos & videos

\$300

Adding ABRI links

\$300

Prime sale attendance

\$1,100





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



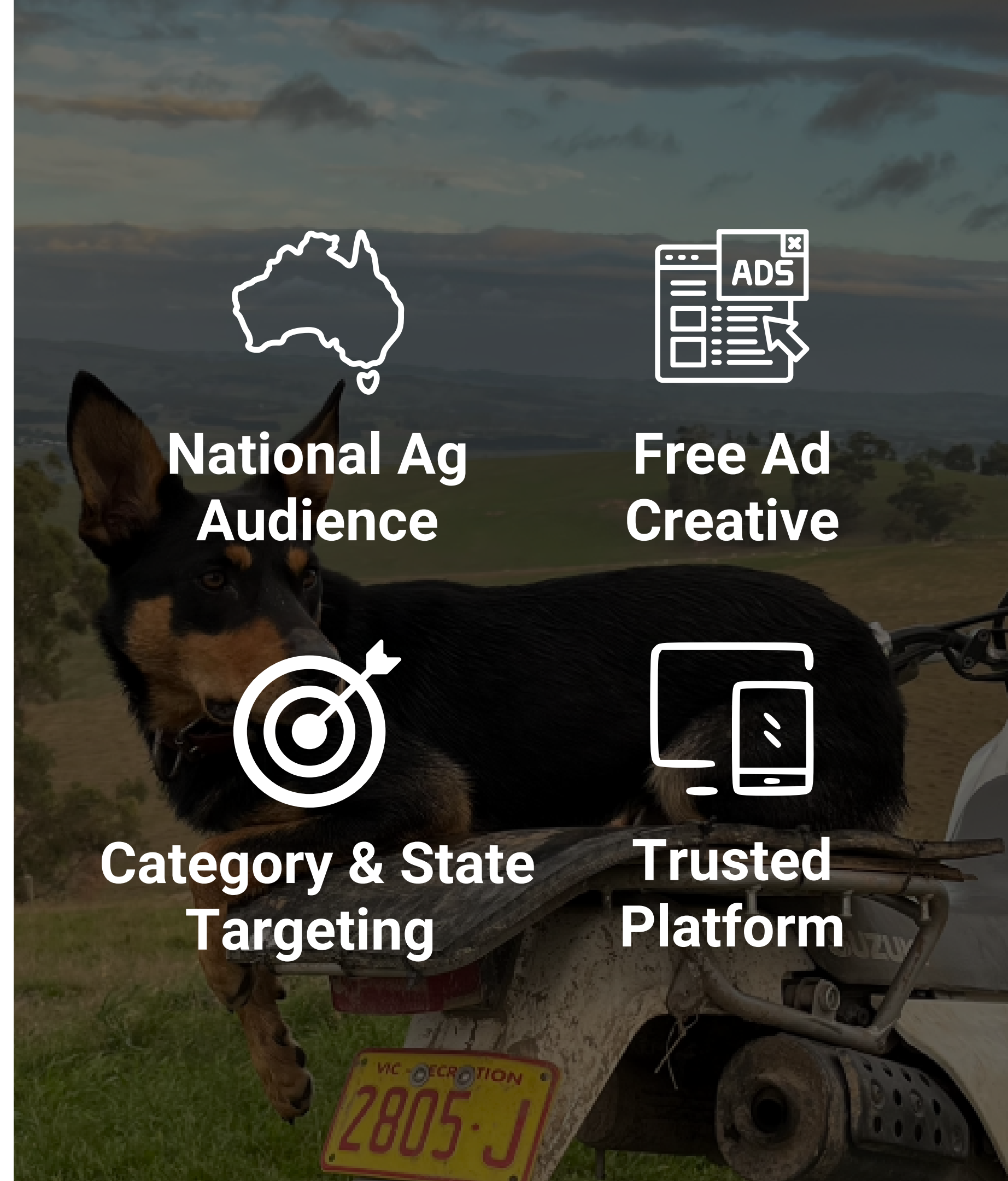
Free Ad Creative



Category & State Targeting



Trusted Platform



Insights

266K

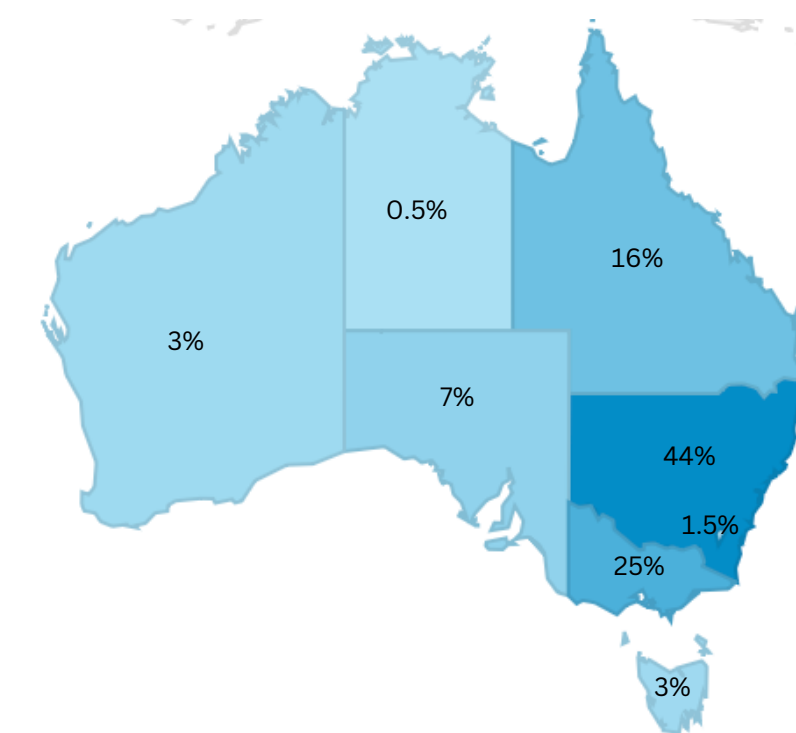
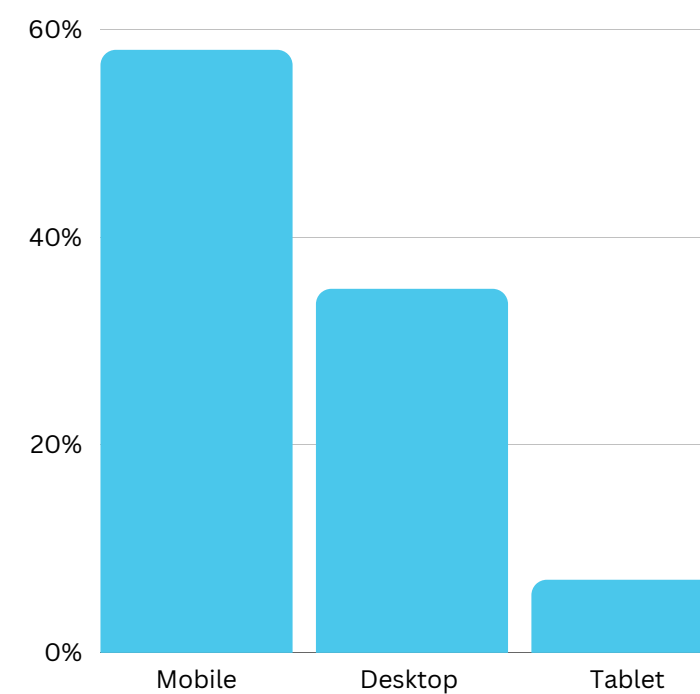
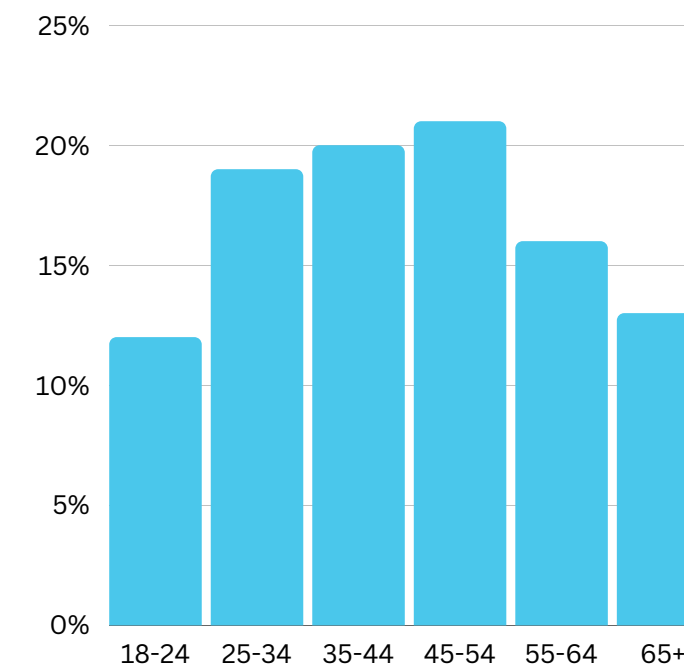
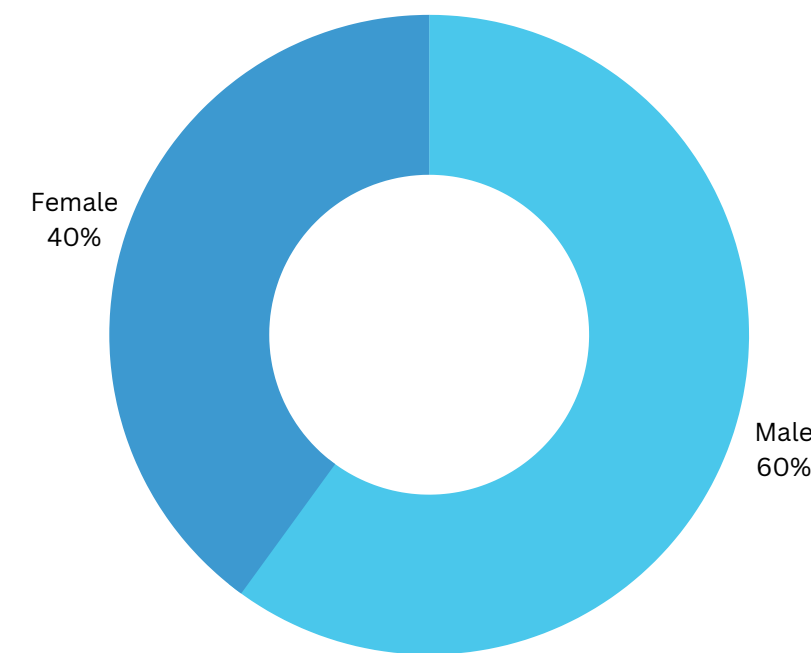
Avg Monthly Unique Browsers

4.3M

Ave Monthly Pageviews

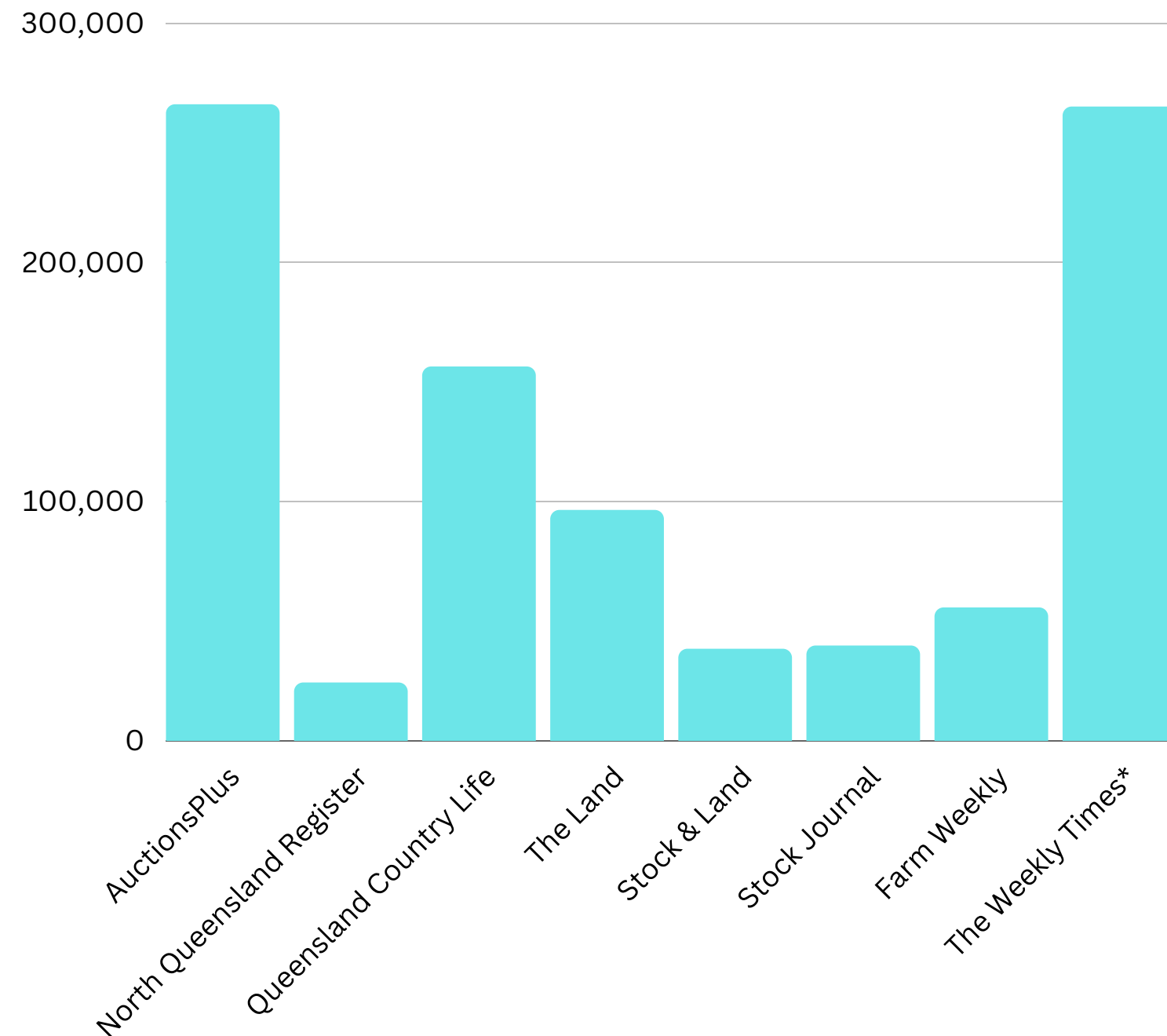
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Average Dwell Time

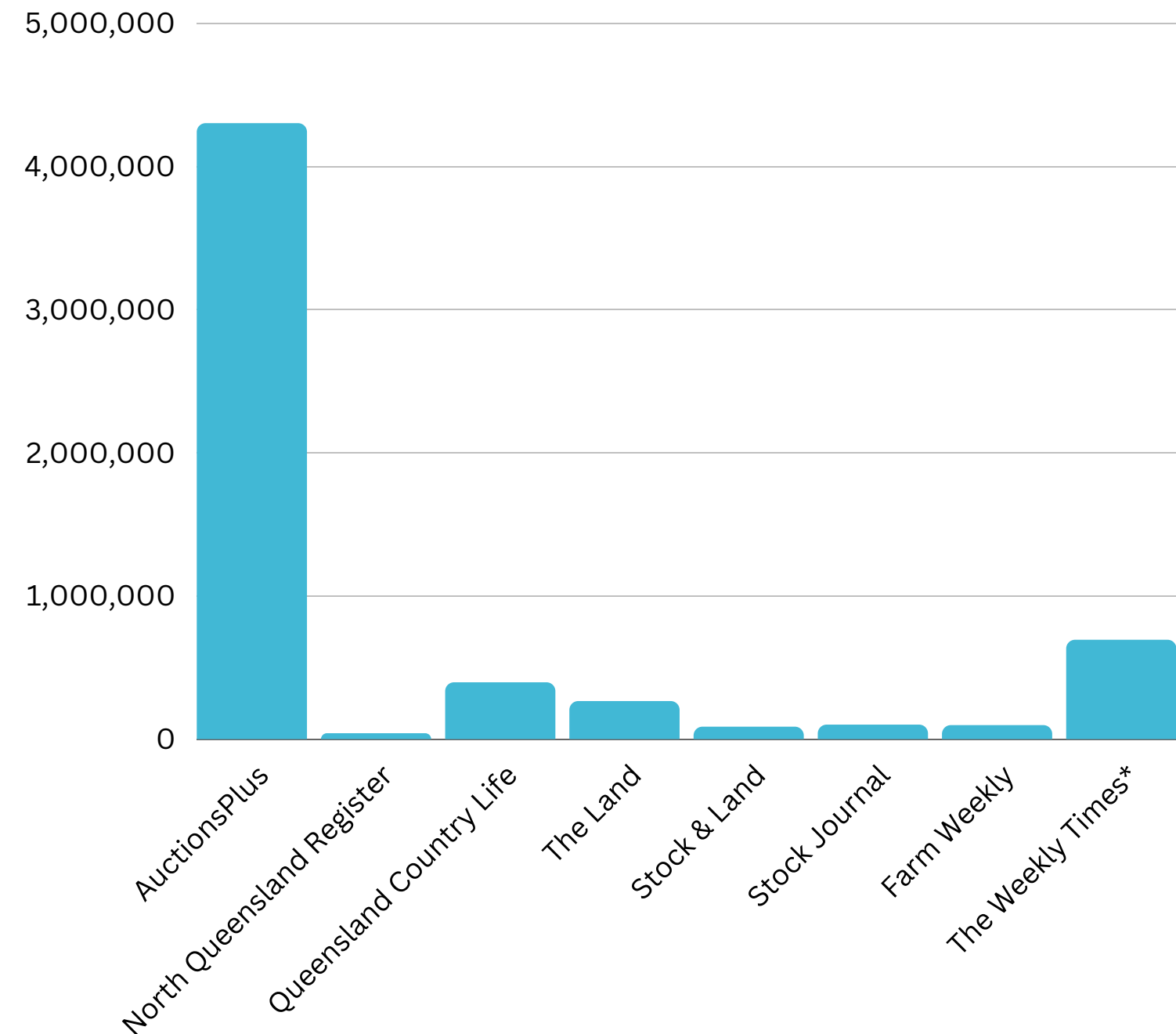


Competitor Analysis

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.

Network Team Contact

hcourts@auctionsplus.com.au
0481 998 006

Advertising Contact

jbailey@auctionsplus.com.au
0411 957 778

Website

www.auctionsplus.com.au



Scan or click QR to
book your sale in now

A blue logo consisting of a stylized 't' and 'a' intertwined, positioned above the text 'AuctionsPlus' in a white, sans-serif font. The logo and text are printed on the back of a dark blue quilted vest worn by a person in the background.