

AuctionsPlus Advertising Fees 2020

Display Advertising

AuctionsPlus offers brands a wide range of display ad placements that target our large, engaged audience. Our suite of display inventory can help brands achieve their objectives ranging from brand building to direct response.

- Ad units can be targeted to specific sections of the site and stock type
- Page takeovers allow brands to maximise their presence across multiple units

| | Dimensions | Format | Max file size |
|----------------------------|------------------|----------|---------------|
| Premium | 728 x 90 pixels | gif/jpeg | 50kb |
| Standard | 180 x 150 pixels | gif/jpeg | 60kb |
| Rural Property Portal Wing | 300 x 600 pixels | gif | 90kb |

Targeting Capabilities

With thousands of Australians from the agriculture sector visiting AuctionsPlus across mobile, tablet and desktop, we have access to a vast array of inferred and predictive behavioural data on our audience. Marry these insights to our daily data analysis allows us to guide brands as they pursue their target audience.

Segmentation of our website into cattle /sheep/machinery allows your brand to target pre-sale nominations, auction catalogues and results with your advertisements.

| | Dimensions | Format | Max file size |
|----------|------------------|----------|---------------|
| Campaign | 480 x 320 pixels | gif/jpeg | 75kb |
| Runners | 970 x 90 pixels | gif/jpeg | 75kb |

Integrated Solutions

AuctionsPlus offers a broad range of media products to suit the campaign objectives of our advertisers. With the assistance of our brand partnership team, we can help brands to create a holistic and integrated marketing campaign through all our platforms advertising offerings.

| | Dimensions | Format | Max file size |
|-----------------|-----------------|----------|---------------|
| Market Comments | 728 x 90 pixels | gif/jpeg | 75kb |
| Auction Close | 970 x 90 pixels | gif/jpeg | 75kb |

Direct Engagement

Our engaged audience don't just visit AuctionsPlus across platforms. They also interact with our brand to access information, insights and the latest in agriculture innovations through our targeted communications delivered directly to their mailboxes.

With weekly auction details and results, market commentary and monthly newsletters, brands can access sponsorships of these targeted EDM opportunities.

| | Dimensions | Format | Max file size |
|------------------------|-----------------|----------|---------------|
| Monthly Newsletter | 728 x 90 pixels | gif/jpeg | 55kb |
| Weekly Auction Alert | 970 x 90 pixels | gif/jpeg | 45kb |
| Weekly Market Comments | 468 x 60 pixels | gif/jpeg | 45kb |

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Sponsored Content & Tailored

With an in-house content team, AuctionsPlus can provide brands sponsored content opportunities across auctions, written editorial and video series.

Our team of influencers and livestock marketing experts provide brands with insights, information and inspiration on a daily basis. With sponsored content, brands can leverage the trust and credibility of these experts, in a contextually relevant environment.

Rural Property

AuctionsPlus has recently released our Rural Property Portal. Listings are available to purchase with no subscription fees or lock in contracts.

Standard Listing - \$95:

- 12 week website listing

Feature Listing - \$195:

- 12 week website listing
- Feature in our weekly email to subscribers
- Free refresh after 6 weeks

Premier Listing - \$334:

- 12 week website listing
- Feature in our weekly email to subscribers
- Refresh every 4 weeks
- Feature property carousel on website
- Feature property carousel in A+ App
- Property stays live until sold

Advertising

* Please note that advertisements associated with a commercial or stud sale on AuctionsPlus receive a further discount, for more information about these discounts please contact the advertising manager at jbailey@auctionsplus.com.au

Website Advertising (costs are represented as per week)

- Standard - \$470 *
- Premium - \$1,450 *
- Catalogue Runners - \$600 *
- Market Comments Package - \$490 *
- Auctions Finish - \$50
- Cattle or Sheep Campaign - \$1,450 *
- Rural Property Portal Wing - \$610 *

Email Alerts

- Monthly Newsletter - Top Leaderboard - \$800
- Monthly Newsletter Advertorial - \$400

Ad Packages & Extras

- Newsletter & Editorial Package (top Leader) - \$1,100*
- Design Changes (after #1 edit) - \$45

Our team is here to help brands achieve their objectives.

If you want to find out more about advertising opportunities for your brand please contact us on advertising@auctionsplus.com.au or (02) 9262 4222.