

MEDIA KIT



Tradition • Pride • Spirit

The Australian Bushmen's Campdraft & Rodeo Association

MEDIA KIT

2022/23



Tradition • Pride • Spirit

ABOUT THE ABCRA

6,500+
Members

27,000+
Social Media Followers

200+
Committees

ABOUT AUSTRALIAN BUSHMEN'S CAMPDRAFT AND RODEO ASSOCIATION

Today, 75 years since our inception in 1946, the Australian Bushmen's Campdraft & Rodeo Association (ABCRA) is Australia's largest and most diverse equine peak body. Boasting a growing membership of more than 5,000 Members, and affiliating over 200 Committees Australia wide, the ABCRA is proud of our Affiliates who conduct in excess of 500 events annually, attracting thousands of competitors and fans alike. As our Association continues to evolve, we affiliate a wide range of equine sports and disciplines including:

- Rodeo
- Campdraft
- Team Sorting
- Challenges
- Team Penning
- Clinics
- Training Days
- Gymkhana/Sporting Events
- Jackpot Timed Events

The ABCRA strives to be the leading organisation for campdrafting, rodeo and other sports involving horsemanship in Australia and it has a rich history founded on the principles of tradition, pride and spirit. The Association has grown to be Australia's only and largest organisation administering the sports of campdrafting and rodeo under one entity

When advertising with the ABCRA you will be connecting your business, product or service with our thousands of Members, Committees and fans Australia-wide, across multiple equine disciplines to ensure you are maximising audience engagement.

ADVERTISING WITH THE ABCRA

Get the best value for money and advertise your product, service, or business with the Australian Bushmen's Campdraft and Rodeo Association

Are you looking for cost effective, efficient advertising opportunities for your business, service or product? The ABCRA will maximise your advertising budget while reaching thousands of horse industry owners, breeders, professionals, competitors and fans.



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ADVERTISING WITH THE ABCRA

MAGAZINE

Our bi-monthly magazine is prepared and published by leading industry professionals with many years experience to ensure your product or service is presented in the most eye catching and professional way.

The magazine is comprised of competition news and results, feature articles, special interest stories on the people in our sports and industry and much more.

Our magazine is distributed to our Members and Committees and is available for purchase.

Our magazine is printed in full colour and we offer different size advertisements to suit your needs and budget.



FULL PAGE
210 mm (w)
x
297 mm (h)
5 mm bleed

Ad Type	Size WxH mm	Bleed mm	Price/Issue
Full Page	210 x 297	5 mm	\$580
Back Cover	210 x 297	N/A	\$880
1/2 Page Portrait	94 x 277	N/A	\$320
1/2 Page Landscape	190 x 137	N/A	\$320
1/4 Page Portrait	94 x 137	N/A	\$160
1/4 Page Landscape	190 x 70	N/A	\$160
1/8 Page	94 x 67	N/A	\$90
1/16 Page	190 x 70	N/A	\$50

**HALF PAGE
LANDSCAPE**

190 mm (w)
x
137 mm (h)

**HALF PAGE
PORTRAIT**

94 mm (w)
x
277 mm (h)

**1/4 PAGE
LANDSCAPE**

190 mm (w)
x
70 mm (h)

**1/4 PAGE
PORTRAIT**

94 mm (w)
x
137 mm (h)

ADVERTISING WITH THE ABCRA

SOCIAL MEDIA



22,000 + followers



4,800 + followers



1,000 + followers

Social media advertising is a low cost, effective marketing strategy to promote any business, product or service to a large audience.

The ABCRA's Social Media following is rapidly growing, currently with more than 27,000 followers across Facebook, Instagram and now TikTok.

Our social media pages are frequently updated with new and exciting content to ensure our current followers are kept engaged while attracting new followers each day.

Posts will be published on the ABCRA Facebook & Instagram pages.

Posts can include 1 or more images, videos, and links.

- Price includes GST

No. Posts	Price
1	\$150
3	\$300
6	\$1000

WEBSITE

The ABCRA website has recently received a make-over and engages more than 16,000 visitors monthly.

Our website is where both competitors and fans can visit to receive all of the latest news and updates from the ABCRA.

Advertising rates include homepage banner & link to your website.

- Price includes GST

Ad Duration	Price
1 Month	\$150
3 Months	\$300
6 Months	\$1000



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GET IN CONTACT AND SECURE YOUR ADVERTISING TODAY

Package our advertising opportunities & SAVE! Combine magazine, website & social media advertising options to suit your business or product needs.

JASMINE SHUMACK

MARKETING

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