

The Australian Bushmen's Campdraft & Rodeo Association



Tradition • Pride • Spirit

MEDIA KIT

2021/22



- MAGAZINE
- WEBSITE
- SOCIAL MEDIA

02 6767 9200

www.abcra.com.au

marketing@abcra.com.au

about the ABCRA

5,000+
Members

25,000+
Social Media Followers

200+
Committees

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

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

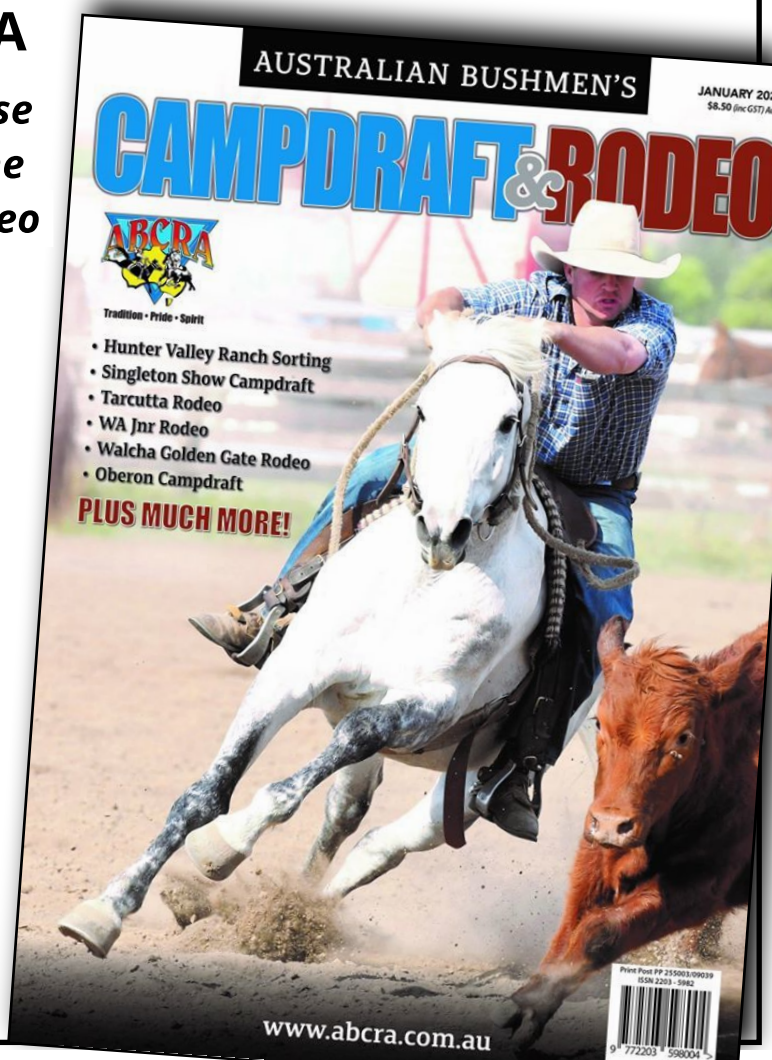
Are you looking for cost effective, efficient advertising opportunities for your business, service or product?

The ABCRA will maximise your advertising budget while reaching thousands of horse industry owners, breeders, professionals, competitors and fans.

SOCIAL MEDIA

 **20,000 +**
followers

 **4,300 +**
followers
@abcra.official



ABCRA advertising

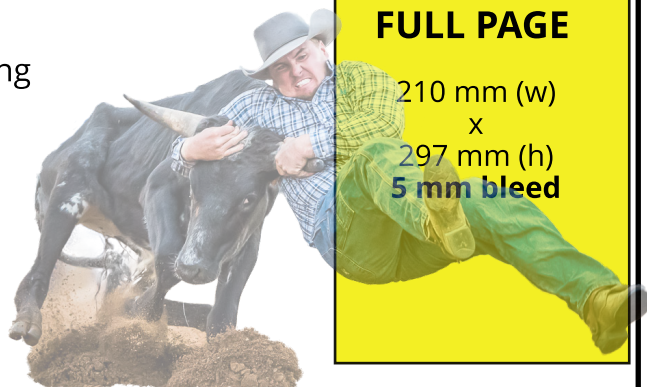
MAGAZINE

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

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
70mm (h)

1/4 PAGE PORTRAIT

94 (w)
x
137 (h)

Ad Type	Size W x H 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

*Price GST inclusive

WEBSITE & SOCIAL MEDIA

Website and 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 25,000 followers across Facebook, Instagram and now TikTok.

The ABCRA website has recently received a make-over and engages more than 200,000 visitors each year.

Our website and 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.

ADVERTISING PACKAGES

Let us help you strategically plan and add value to your advertisement with a package to suit your needs. We welcome you to contact our Marketing Coordinator today to discuss your advertising and marketing opportunities.

CONTACT US P 02 6767 9200 E marketing@abcra.com.au

Advertising Booking Form



ABN: 82 002 967 142

P: 02 6767 9200

W: www.abcra.com.au

ADVERTISER DETAILS

Business Name: _____

Contact Name: _____

ABN: _____ Phone: _____

Business Address: _____

Postal Address: _____

Email: _____

MAGAZINE

Select your advertisement size:

* Prices per magazine issue, including GST

Advertise in multiple editions of the magazine & **SAVE!**
4 EDITIONS SAVE 10 %

Size	Price	Tick	Select Edition/s:	Tick	Deadlines
Full Page	\$580		October/ November		1st September
Back Cover	\$880		December/January		1st November
1/2 Page	\$320		February/March		1st January
1/4 Page	\$160		Yearbook		1st March
1/8 Page	\$90		Total # Editions		
1/16 Page	\$50				

WEBSITE & SOCIAL MEDIA

ABCRA WEBSITE

www.abcra.com.au

Advertising rates include homepage banner & link to your website.

* Price includes GST

Please note below month/s you would like to advertise your ad on the website.

Ad Duration	Price	Tick	Month to Publish
1 Month	\$150		
3 Months	\$300		
12 Months	\$1000		

ABCRA SOCIAL MEDIA

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

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

* Price includes GST

Please note below the date/time you would like for your posts to be published.

No. Posts	Price	Tick	Post Date/Time
1	\$150		
3	\$300		
6	\$1000		

ADVERTISING PACKAGES

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

Contact our Marketing Coordinator **Phone:** 02 6767 9200 **Email:** marketing@abcra.com.au

Advertising Booking Form



PAYMENT DETAILS

Credit Card: _____ / _____ / _____ / _____ Amount: \$ _____

Expiry Date: _____ / _____ Card Holders Name: _____

Signature: _____

***CREDIT CARD SURCHARGE: 1.65% VISA & MASTERCARD WILL BE CHARGED FOR ALL PURCHASES.**

A RECEIPT OF PAYMENT WILL BE SUPPLIED TO YOUR NOMINATED EMAIL ADDRESS.

ALL PAYMENTS MUST BE RECEIVED AT THE TIME OF BOOKING OTHERWISE YOUR ADVERTISEMENT MAY NOT BE INCLUDED IN THE PUBLICATION.

ARTWORK

MAGAZINE ARTWORK:

All magazine artwork **MUST** be supplied and be saved as a high resolution 300 dpi jpeg or PDF file. **Artwork is due by the first of the month prior to the publication of the issue in which the advertising is to appear.**

Fonts are to be converted to outlines or embedded. All full-page advertisements must be supplied with a 5mm bleed on ALL edges. **Artwork is to be emailed to magazine@abcra.com.au.**

WEBSITE & SOCIAL MEDIA POSTS:

Please forward all website and social media images & post details to marketing@abcra.com.au

PUBLICATION CONDITIONS

While every care is taken in the preparation and publication of advertisements, the publishers cannot be held responsible for errors & omissions or their subsequent effects.

The content of advertisements that appear in this magazine are the responsibility of the advertisers.

I understand and accept the publication conditions:

Signature: _____ Date: ____/____/____

RETURN YOUR BOOKING FORM

Please return your completed booking form to magazine@abcra.com.au

Remember, we are here to help & would love to hear your feedback about our advertising.

Phone 02 6767 9200 **Email** marketing@abcra.com.au

Thank you for advertising with the
Australian Bushmen's Campdraft & Rodeo Association.
Australia's largest and most diverse equine peak body.

OFFICE USE ONLY

Business Name: _____ Invoice #: _____

Payment Processed: ____/____/____ Artwork Received: ____/____/____