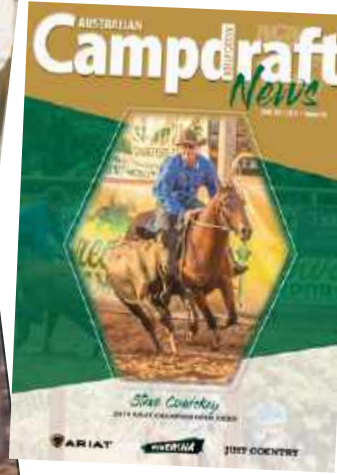
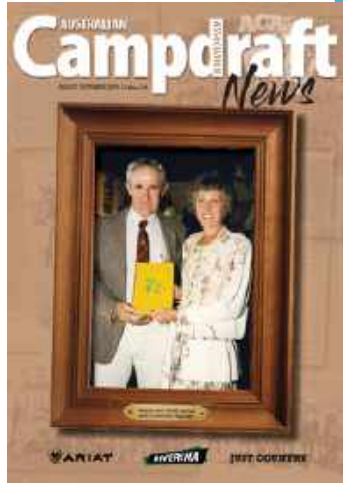




AUSTRALIAN CAMPDRAFT ASSOCIATION NEWS

MEDIA KIT 2020/21

Front Covers



Advertisers



Full page ad inside the front cover and on the back page.

Special Features

Features

Campdraft Stories



Q&A's

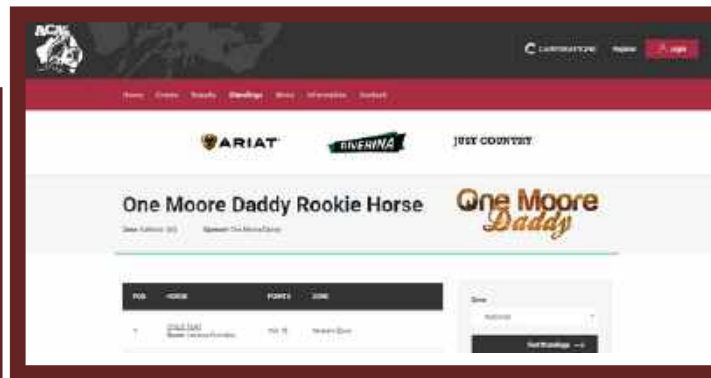


Just Juniors

Mighty Minis



ACA News - Sponsors ads featured on ACA Title Standings Pages



Facebook Posts

Welcome to a new sponsor, Membership Draw featuring the sponsor, prizes from sponsors to promote their products and services.



Website

Gold Sponsors logos are on the top of every page. All sponsors are shown in the Sponsors Table and in the Title Standings.



8000+ loyal following members

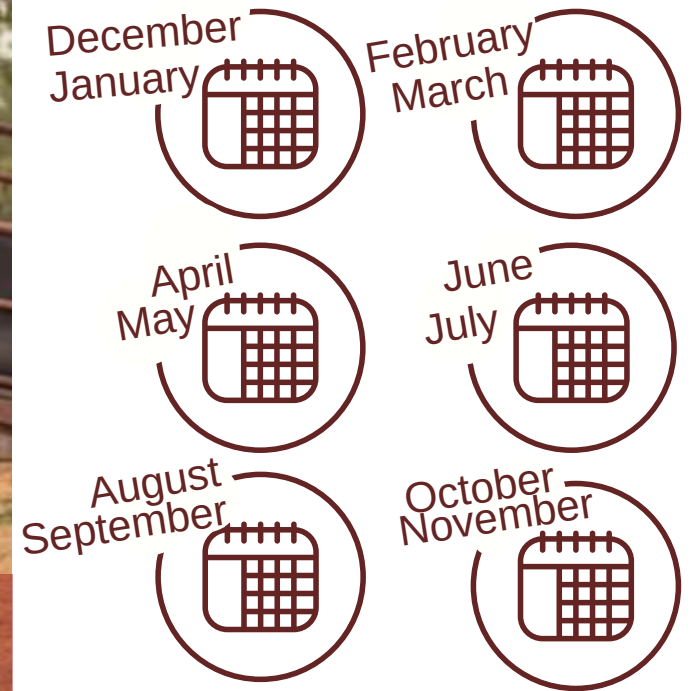


16,000+ Facebook followers



Campdrafting is a family orientated sport and plays an integral role in the cultural fabric of regional communities.

The sport caters for people and horses of various skill levels and attracts all ages and sexes including juvenile and junior competitors. Competitions in rural and remote areas attract in excess of 600 entries from across Australia per event and draws in large crowds of supporters and spectators.



Magazines are produced bi-monthly

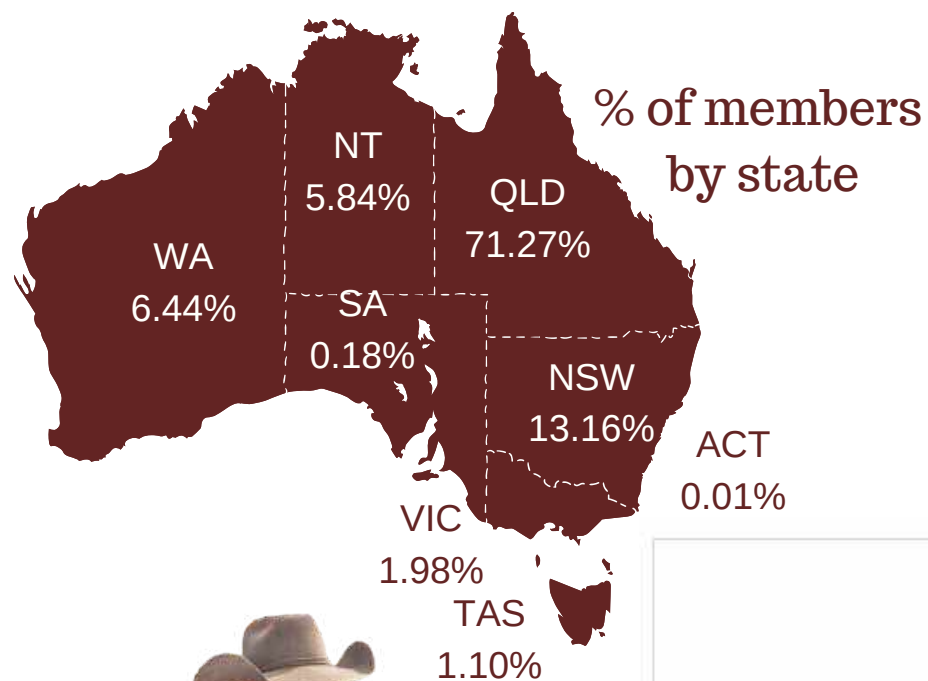


An average of 3300 visits to the website per week.

70% of visits are returning users, meaning they are probably seeing the ad more on multiple occasions.

60% of users are based in QLD, 20% in NSW, 20% other States & Territories.

Estimated Statistics

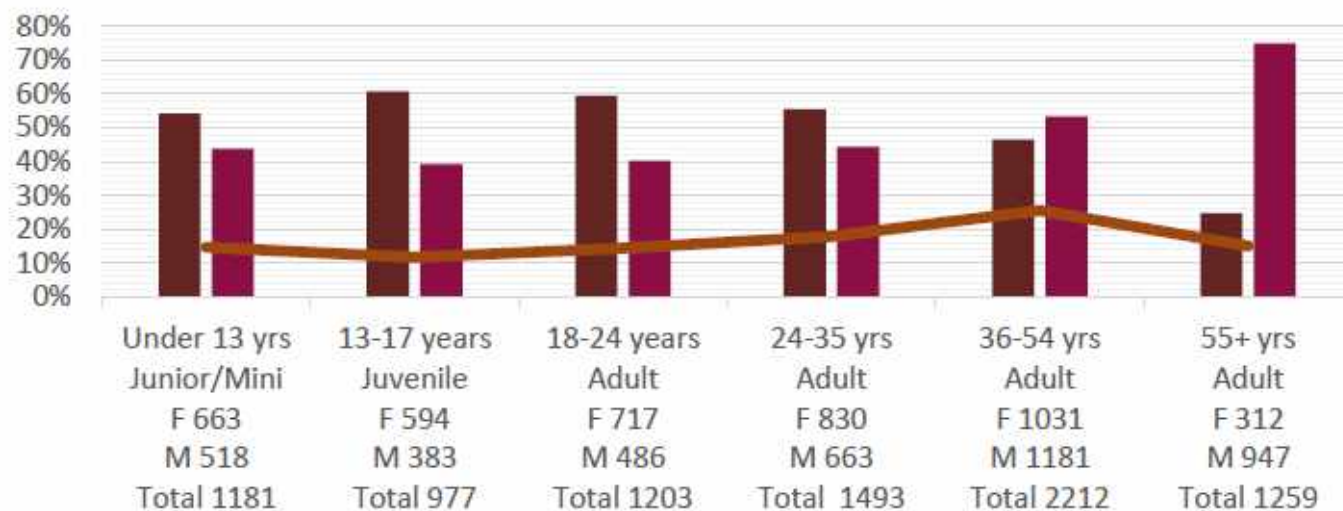


AUDIENCE REACHED 8000+.



Breakdown of Members

Female (F) Male (M) % Representation of Age Brackets



Advertising Rates

Advertising rates inclusive of GST.

Advertising must be paid prior to publication.

ACA News Page	Advertising Rate	Graphic Design of Advertising
Premium - Inside Cover (front/back) and Back Cover	\$640.00	\$145.00
Premium Page - Centre Page (charge is per page, pages can be sold separately)	\$640.00	\$145.00
Full Page	\$470.00	\$145.00
Half Page	\$270.00	\$100.00
Quarter Page	\$170.00	\$60.00
Filler - Minimum Advertisement	\$75.00	\$25.00
Minimum charge for word changes		\$25.00
ACA Website	Advertising Rate	Graphic Design of Advertising
Advertising on website (7 Days)	\$150.00	\$50.00
Advertising on website (14 Days)	\$250.00	\$50.00
Advertising on website (1 Month)	\$450.00	\$50.00

Advertising Deadlines

Edition	Ads to be Designed	Pre Made Ads & Payment Due
June/July 2020	15 May	22 May
August/September 2020	15 July	22 July
October/November 2020	7 September	14 September
December/January 2020/21	6 November	13 November
February/March 2021	11 January	15 January
April/May 2021	8 March	15 March

WANT TO BOOK WITH THE ACA?

Email us at aca@campdraft.com.au or ring us on 07 4622 3110, we will send you a booking form in a format of your preference.



Advertising Specifications

ACA News



DOUBLE PAGE SPREAD

Full Colour

2 of 210 x 297mm

Can be a centrespread.

\$1280.00

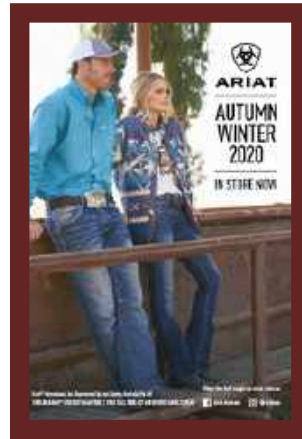
QUARTER PAGE

Full Colour

Vertical 105 x 148mm

Horizontal - 65 x 210mm

\$170.00



FULL PAGE

Full Colour

210 x 297mm

\$640.00



HALF PAGE

Full Colour

Vertical 105 x 297mm

Horizontal 210 x 148mm

\$270.00



FILLER

Inserted where possible Full Colour

Business Card (all horizontal) -

70 x 100mm

Horizontal - 35 x 210mm

\$75.00



ALL ADS ARE TO BE SUPPLIED WITH A 3MM
BLEED ON ALL EDGES AND CROP MARKS.

Advertising Specifications

ACA Website

Take out an online advert with ACA and get:

- An average of 14,000 page visits to the website each week – that's at least 56,000 views of your ad per month.
- Prominent and professional ad placement no matter what device your ad is viewed on – PC, tablet or mobile.
- Your ad included in a rotation of up to 4 other ads to keep viewers interested and engaged.
- Direct access from ACA's website to yours through a clickable ad.
- A monthly report showing your ad performance.

For advertisers opting to submit predesigned ads -
Files sizes must not exceed 100kb each.

3 versions of each ad must be submitted in the following sizes:



Mobile:
375px x 80px



Tablet:
468px x 60px



Desktop:
728px x 90px



**ADVERTISE YOUR STALLION,
BULL SALE, SMALL BUSINESS**

OR EVENT NOW!

7 days \$150.00

14 Days - \$250.00

1 Month - \$450.00

Ads are subject to availability – only 4 online advertising spots are available at a time.

Sponsors

\$25,000

... BENEFITS ...

- 6 tickets to National Finals Presentation Dinner
- Invitation to speak at National Finals Presentation Dinner and present title awards
- Trade site availability at National Finals, four day campdraft
 - Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
 - Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
- 6 tickets to ACA Sponsors Dinner, held every second year
 - 2 free full page ads in each edition of the ACA News magazine
 - 1 full page Title Standings page in each ACA News magazine, showcasing sponsors logo
 - 50% off additional advertising in the ACA News magazine (6 editions per year, released every second month)
 - Sponsors logo on all outgoing ACA email signatures (approximately 29,000 emails sent per year)
- Custom recorded message with sponsor information used as on hold message for all calls to ACA Office, for 22 weeks of the year (approximately 32,000 incoming calls per year)
- Embroidery of sponsors logo on any prizes given to title winners at National Finals Presentation Dinner (some exemptions do apply)
 - Exclusive product and endorsement rights
 - Logo on ACA News magazine cover and all ACA correspondence (for example - Association letterhead)
 - Logo on ACA National Finals Program and ACA website
 - Catalogue/flyer insertion into ACA News magazine (by negotiation)
- Access to members database for post and email (access by negotiation)



Gold Sponsor Benefit Examples



Terry Donoghue from Ariat/Just Country presents a finalist with an embroidered hat.



Riverina trade stall & Riverina banner in the Riverina Arena.



Flag featured in the Grand Entry Parade & naming rights 'Ariat cut out' Yard.



One full page ad showcasing logo with title page, plus entitled to another two full page ads per edition.



Logo featured on the front cover of every ACA News Edition.

Sponsors

\$10,000

... BENEFITS ...



- 4 tickets to National Finals Presentation Dinner
- Invitation to speak at National Finals Presentation Dinner and present title awards
- Trade site availability at National Finals, four day campdraft
- 4 tickets to ACA Sponsors Dinner, held every second year
 - Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
- 1 free full page ad in each edition of the ACA News magazine
- 1 full page Title Standings page in each ACA News magazine, showcasing sponsors logo
 - 50% off additional advertising in the ACA News magazine (6 editions per year, released every second month)
 - Sponsors logo on all outgoing ACA email signatures (approximately 29,000 emails sent per year)
 - Custom recorded message with sponsor information used as on hold message for all calls to ACA Office, for 14 weeks of the year (approximately 32,000 incoming calls per year)
- Embroidery of sponsors logo on any prizes given to title winners at National Finals Presentation Dinner (some exemptions do apply)
- Catalogue/flyer insertion into ACA News magazine (by negotiation)

\$5000

... BENEFITS ...



- 2 tickets to National Finals Presentation Dinner
- Invitation to speak at National Finals Presentation Dinner and present title awards
- Trade site availability at National Finals, four day campdraft (cost negotiable)
- 2 tickets to ACA Sponsors Dinner, held every second year
- Up to date Title Standings page on ACA website, featuring sponsor's logo and link to website
- 1 free half page ad in each edition of the ACA News magazine
- 1 half page Title Standings page in each ACA News magazine, showcasing sponsors logo (equivalent to quarter page ad)
 - 50% off additional advertising in the ACA News magazine (6 editions per year, released every second month)
- Sponsors logo on all outgoing ACA email signatures (approximately 29,000 emails sent per year)
 - Custom recorded message with sponsor information used as on hold message for all calls to ACA Office, for 7 weeks of the year (approximately 32,000 incoming calls per year)

Gold, Silver & Bronze Sponsor Benefit Examples



Sponsors presenting to their title winner at ACA National Finals.



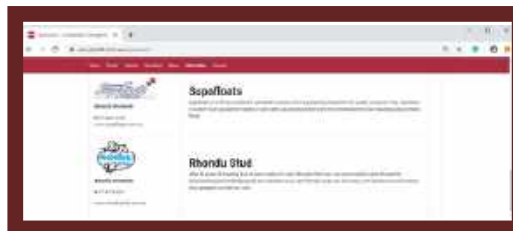
Sponsor banner in the arena at ACA National Finals.



Sponsors logos included in email signature on all outgoing emails.



Bronze - one half page ad showcasing logo with title page, plus entitled to another half page ad per edition.



All sponsors have their logo, blurb, contact information and clickable link to website on ACA website.



Sponsors logos showed on website Title Standing Page.



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[@austcampdraftassn](https://www.facebook.com/austcampdraftassn)

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