



# *Advertising Packages*



# *Fast Facts* **Financial Year 2024**

*Access to a targeted  
livestock industry  
audience with a wide  
geographic spread*

<b>FY24</b>	<b>Cattle</b>	<b>Sheep</b>
<b>Throughput</b>	<b>1.01M Cattle</b>	<b>2.97M Sheep</b>
<b>Buyers</b>	<b>7.4K Destinations</b>	<b>1.2K Destinations</b>
<b>Vendors</b>	<b>18.6K Producers</b>	<b>6.6K Producers</b>

# *RLX* **Footprint**

**3 States - 10 Sites**

***A growing geographic presence***

***Cattle Throughput at RLX sites  
grew 28% in FY24***

***(national cattle saleyard throughput grew 13%)***

***Sheep Throughput at RLX sites  
grew 15% in FY24***

***(national sheep saleyard throughput grew 14%)***



# Sale Days Per Annum

*Sheep and Cattle - Commercial and Stud*

*Multiple opportunities weekly to promote your brand, product or service*

Sale Days Per Annum		CQLX	IRLX	TRLX	HRLX	CTLX	SELX	NVLX	CVLX	WVLX	GVLX
Cattle	Commercial - Prime	50	50	50	50	50	50	50	25	50	50
	Commercial - Store	0	4	24	4	12	6	32	11	24	0
	Commercial - Feature	2	6	5	2	6	6	6	4	5	2
	Stud	26	0	3	0	0	0	0	2	4	0
Sheep	Commercial - Prime	0	25	50	0	50	50	0	50	0	50
	Commercial - Feature	0	0	1	0	0	6	0	2	0	0
	Stud	0	0	0	0	0	0	0	1	0	0



# Tier one



# Tier two



Tiers reflect anticipated site audience based on throughput, species and sale types



# Standard Onsite Signage

High visibility, high traffic placement

Static signs, or dynamic digital displays



Standard Onsite Signage - Cost Per Year		Single Site Pricing		All-Site Package
Item	Description	Tier 1 Sites (\$ per site)	Tier 2 Sites (\$ per site)	
Static Signage High traffic placement near entry to selling pens	Large 4m x 3m	\$4,000	\$2,400	\$28,560
	Medium 2.5m x 2m	\$3,000	\$1,800	\$21,420
	Small 1m x 0.6m	\$2,000	\$1,200	\$14,280
Digital Signage - LED Screens High visibility, high traffic placement	Video, Image, Text (no audio) Shared space, max 8 advertisers Available at CQ, TR, CT, NV and CV	\$7,000	\$4,200	\$35,280

# Premium Onsite Signage



**Give your Brand the exposure it deserves.**

**High traffic, large scale visibility.**

**Maximum brand awareness.**

Premium Onsite Signage - Cost per Year		Single Site Pricing				All-Sites Package	
Item	Description	Tier 1 Cattle Site (6) \$ per Site	Tier 2 Cattle Site (4) \$ per Site	Tier 1 Sheep Site (1) \$ per Site	Tier 2 Sheep Site (1) \$ per Site	All Cattle Sites (10)	All Cattle & Sheep Sites (12)
<b>Catwalk Advertising</b> Banner Advertising on Auctioneer Catwalks, visible from Buyer Lanes.  Exclusivity available if purchase whole yard.	Entire Yard	\$25,000	\$15,000	\$25,000	\$15,000	\$189,000	\$194,650
	Entire Yard (excl first/premium lane)	\$22,500	\$13,500	\$22,500	\$13,500	\$170,100	\$175,185
	50% Yard (excl first/premium lane)	\$13,750	\$8,250	\$13,750	\$8,250	\$103,950	\$107,058
	First/Premium Lane only	\$5,000	\$3,000	\$5,000	\$3,000	\$37,800	\$38,930
	Single Lane (excl first/premium lane)	\$3,000	\$1,800	\$3,000	\$1,800	\$22,680	\$23,358
<b>Premium Static Signage Placement</b>	Tailored signage positioning by Site, in a high traffic and extended visibility area	\$POA - Size, positioning and price to be customised for each individual package					

# Onsite Business Presence

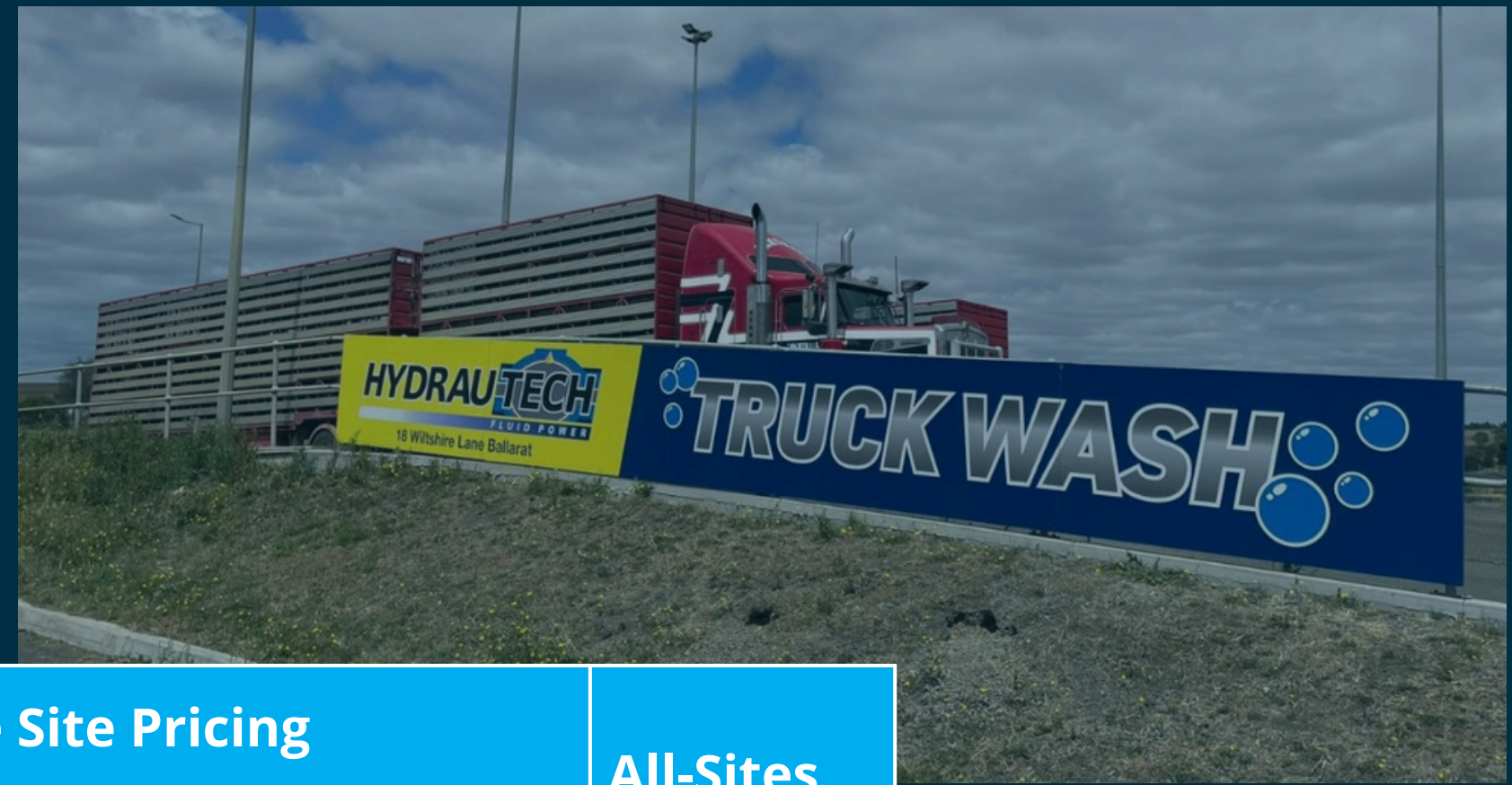
*Engage and transact with  
your customers -  
onsite for high traffic days,  
or every day with a  
permanent site*

Business Presence Onsite		Single Site Pricing		All-Sites Package
Item	Description	Tier 1 Sites (6) (\$ per Site per Day)	Tier 2 Sites (4) (\$ per Site per Day)	
<b>Trade Stall Site</b> 3mx 3m Customer to provide equipment and supplies for site	Event/Multi-day Sale Day	\$400	\$240	\$POA
	Feature/Stud Sale Day	\$300	\$180	\$POA
	Store Sale Day	\$200	\$120	\$POA
	Prime Sale Day	\$100	\$60	\$POA
<b>Retail Display</b> In/near Canteen - the gathering place for producers, agents and transporters	Permanent mini-Trade Stall: Sample Products, Links to Retailers	\$5,000	\$3,000	\$35,700





# Bespoke Onsite Signage

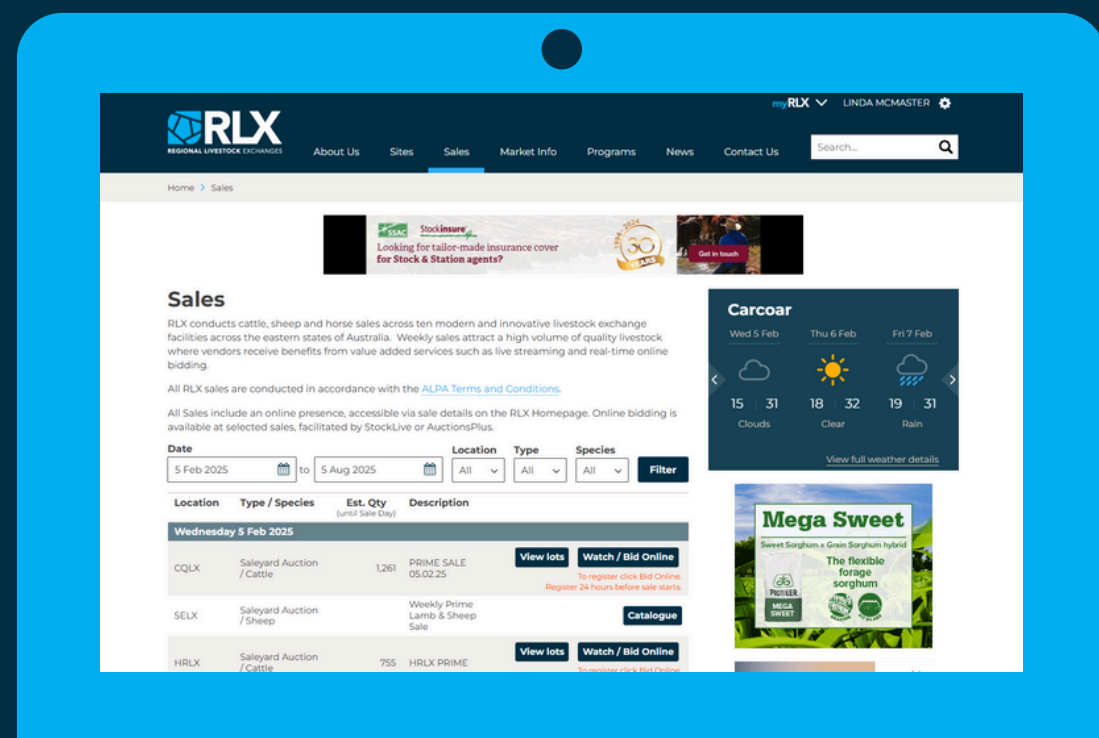


Bespoke Onsite Signage - Cost per Year			Single Site Pricing		All-Sites Package
Item	Description	Tier 1 Sites (6) (\$ per Site)	Tier 2 Sites (4) (\$ per Site)		
<b>Truck Wash Advertising</b>	100% Share of Branding Space	\$6,000	\$3,600	\$42,840	
	75% Share of Branding Space **	\$5,400	\$3,240	\$38,556	
	75% Share of Branding Space	\$4,800	\$2,880	\$34,272	
	50% Share of Branding Space **	\$3,900	\$2,340	\$27,846	
	50% Share of Branding Space	\$3,300	\$1,980	\$23,562	
	25% Share of Branding Space	\$2,100	\$1,260	\$14,994	
	** Indicates guarantee that alternate advertisers will not be direct competitors				

***Tailor your  
signage  
location and  
reach your  
target audience***

# Website Advertising

The RLX website is the home of live sale participation and timely market data, along with site and sale information



Website Advertising		Single Site Pricing		All-Sites Package	
Item	Description	Tier 1 Sites (6) (\$ per Site)	Tier 2 Sites (4) (\$ per Site)		
Online Advertising - RLX Website	Home Page	Leaderboard (1 available)			\$4,000
		Standard (3 available)			\$2,500
	Site Page	Leaderboard (1 available)	\$1,000	\$600	\$7,140
		Standard (3 available)	\$600	\$360	\$4,284
	Sales Page	Leaderboard (1 available)			\$3,000
		Standard (3 available)			\$2,000
	Market Info Page	Leaderboard (1 available)			\$3,000
		Standard (3 available)			\$2,000
	Site Agent Pages	Leaderboard (1 available)	\$300	\$180	\$2,142
		Standard (3 available)	\$180	\$108	\$1,285
	All above listed pages (subject to availability)	Leaderboard (1 available)			\$16,390
		Standard (3 available)			\$10,259
Other Custom Pages	Leaderboard (1 available)			\$POA	
	Standard (3 available)			\$POA	

# Social Media Sponsorship

Reach engaged local, regional and national audiences across multi-site social media presence



Social Media Sponsorship - Annual Costs		Sponsorship Package Detail - All Site Facebook Pages	All-Sites Package
<b>Cattle Sponsorship</b>	Pre-Sale Listings	Naming rights for all sites' Commercial Cattle Pre-Sale Listings posts	\$10,336
	Market Report	Naming rights for all sites' Commercial Cattle Market Report posts	\$25,840
	Pre-Sale Listings + Market Report	Naming rights for all sites' Commercial Cattle Pre-Sale Listings AND Market Report posts	\$32,558
<b>Sheep Sponsorship</b>	Pre-Sale Listings	Naming rights for all sites' Commercial Sheep Pre-Sale Listings posts	\$4,419
	Market Report	Naming rights for all sites' Commercial Sheep Market Report posts	\$11,049
	Pre-Sale Listings + Market Report	Naming rights for all sites' Commercial Sheep Pre-Sale Listings AND Market Report posts from ALL sites	\$13,921
<b>Cattle and Sheep Sponsorship</b>	Pre-Sale Listings + Market Report	Exclusive naming rights for all sites' Commercial Cattle AND Sheep Pre-Sale Listing AND Market Report posts	\$41,832

# Platinum Package

**Looking for a mix of branding across all of RLX's physical, digital and online assets? The Platinum Package is for you.**

Platinum Package Inclusions		Retail Value	Annual Package Cost
<b>Digital Onsite Signage</b>	Advertisement on LED Signs at CQLX, IRLX, TRLX, CTLX, NVLX and CVLX	\$35,280	<b>\$57,450</b>
<b>Standard Onsite Signage</b>	One large static sign at all sites	\$28,560	
<b>Premium Onsite Signage</b>	Catwalk Banner - one lane (excluding first/premium lane) at all sites	\$23,358	
<b>Onsite Business Presence</b>	Trade Stall at 12 sale dates of customer choosing	Up to \$3,600	
<b>Website Advertising</b>	Standard Advertisement on 3 Site Pages of customer choosing (pending availability)	Up to \$3,000	
<b>Social Media</b>	One piece of Sponsored Content published across all Site Facebook pages	\$2,000	



*Tailored packages with multiple inclusions are available.*

*Chat to our team and we can design a package that meets your needs*

**Contact Us:**



**To book in advertising, discuss a tailored package,  
or with any questions, please get in touch**

**Anna Adams**



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