

# Angus Australia Catalogue & Advertising Request Form



Sale Name: \_\_\_\_\_ Sale Date: \_\_\_\_\_

Sale Venue: \_\_\_\_\_ Sale Time: \_\_\_\_\_

Sale Type:  Auction  Private Treaty - Start date: \_\_\_\_\_ P.T End date: \_\_\_\_\_

Angus Australia offers a number of sale catalogue options which provide effective tools to market your sale.  
Which catalogue service do you require?

**Semen or Embryo**

\$22.00 per animal

**What's included in the Semen or Embryo service?**

- Lots added to AngusSELECT and Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- 12 month catalogue listing

**Standard Catalogue**

(includes Private Treaty)

\$6.60 per animal including reference sires

Standard Template Number: \_\_\_\_\_

*(found on Angus Australia website)*

**What's included in the Standard Catalogue service?**

- Lots added to AngusSELECT, and Sale Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- Online catalogue promoted on Angus Australia social media and Facebook event created
- CSV data extract (inc. Reference Sires)
- Choice of standard templates with the inclusion of \$A & \$A-L Selection Indexes
- Downloadable Sale Catalogue PDF (inc. Reference Sires) for print
- Standard Quick Summary EBV Table (inc. Reference Sires)

Data Extract

**Customised Catalogue\***

\$6.60 per animal including reference sires + \$99.00 per/hr processing

Use the same catalogue layout as previous years

**What's included in the Customised Catalogue service?**

- Lots added to AngusSELECT, and Sale Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- Online catalogue promoted on Angus Australia social media and Facebook event created
- Ability to include Semen and Embryo lots
- Customised templates i.e. Selection Indexes other than just \$A & \$A-L, EBV &/or Selection Index removal, change to 2 or 3 gen pedigree, shading of EBVs, specific colour etc.
- Customised Quick Summary EBV Table (inc. Reference Sires)

Standard Template Number: \_\_\_\_\_  Colour  Black & White Page Size:  A5  A4

Number of lots per page: \_\_\_\_\_ How many Generations: \_\_\_\_\_ Which EBV run required? \_\_\_\_\_

Show all EBVs:  Yes  No, use the following: \_\_\_\_\_

Show \$A & \$A-L Selection Indexes:  Yes  No, use the following: \_\_\_\_\_

EBV Shading:  Top 10%  Top 20%  Other: \_\_\_\_\_  Shade Quick EBV table also

Raw Structural Data:  Yes  No

**Full Catalogue Design\***

\$6.60 per animal including reference sires + \$99.00 per/hr processing

Use the same catalogue layout as previous years

**What's included in the Full Catalogue Design service?**

- Lots added to AngusSELECT, and Sale Catalogue section on the website
- Display animal photo and YouTube video uploads on Angus.Tech
- Online catalogue promoted on Angus Australia social media and Facebook event created
- Designed catalogue promoted via social media
- Ability to include Semen and Embryo lots
- Individual lot and cover to cover design
- Published on ISSUU including emailed electronic version
- Statistics available for ISSUU electronic version
- Organise printing if required
- Customised Quick Summary EBV Table (inc. Reference Sires)

Standard Template Number: \_\_\_\_\_  Colour  Black & White Page Size:  A5  A4

Number of lots per page: \_\_\_\_\_ How many Generations: \_\_\_\_\_ Which EBV run required? \_\_\_\_\_

Show all EBVs:  Yes  No, use the following: \_\_\_\_\_

Show \$A & \$A-L Selection Indexes:  Yes  No, use the following: \_\_\_\_\_

EBV Shading:  Top 10%  Top 20%  Other: \_\_\_\_\_  Shade Quick EBV table also

Raw Structural Data:  Yes  No

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## Advertising Services

The Angus Australia website is a very effective advertising tool which reaches your target market. Receiving over 40,000 visits on average each month, the Angus Australia website is now the central hub for sale information.

Those members taking out a Sale Catalogue with Angus Australia are entitled to 20% discount on their web site advertising rates, which advertising service would you like for your above catalogue?

**Banner Advertising**

Angus website advertising\*  
\$165.00 per week

**What's included in this service?**

Angus Australia offers advertisers banner advertisements which appear on the right hand side of the Angus Australia home page. This banner advertisement can be linked to your sale catalogue, website, a pdf document, or even a video of your animals – the choice is yours. As an added bonus, Angus Australia posts your banner advertisement on the Angus Australia Facebook page.

**The Angus Weekly  
(eNews)**

300px wide by 250px high  
\$110.00 per week

600px wide by 174px high  
\$330.00 per week

**What's included in this service?**

You may elect to include a banner advertisement in the Angus newsletter – eNews. Emailed to over 4,500 Angus Australia members and others weekly, these recipients have elected to receive all of the latest Angus news, events and advertising by email. These advertisements can be linked to your preferred information and are also uploaded to the Angus Australia Facebook page.

**Design service**

\$99.00 per/hr  
or part thereof\*\*

**What's included in this service?**

Angus Australia offers an inexpensive design service. For \$99 per hour or part thereof, we can create your advertisement and send you a draft to approve or request a change.

Alternatively, if you wish to supply your own artwork, we ask that the artwork meet the following criteria: JPEG, PNG or GIF file, 300px wide by 250px high (no bleed), RGB Colour and 72dpi. When supplying a GIF there is a 4 slide maximum.

\* Including 20% sale catalogue discount and GST - \$132.00 per week. \*\* Payable if any artwork requested and initiated

I give permission for Angus Australia to share my sale and animal information with **AuctionsPlus / Elite Livestock Auctions**.

I would like to book the above eNews/advertising starting from the \_\_\_\_\_ and end on the \_\_\_\_\_

Please forward the requested catalogue information to the following printer:

Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Date Required: \_\_\_\_\_

Please ensure that you have read and understood the Angus Australia Catalogue Agreement and Angus Australia Advertising Agreement.

By signing this form, you are confirming that you have fully read, understood and agree to the Terms and Conditions that are specified in the Angus Australia Catalogue Agreement and Angus Australia Advertising Agreement.

Member Ident: \_\_\_\_\_ Member Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Please allow 10 working days turnaround time from receipt of all information for full and custom sale catalogues. Please note that if you request a specific TACE analysis to be used in your catalogue, the date that analysis is released would constitute the start of the 10 days.

Updated 08/02/24

