



**REGIONAL LIVESTOCK EXCHANGES**

## ADVERTISING DECK

[www.rlx.com.au](http://www.rlx.com.au)

Advertising at Regional Livestock Exchanges (RLX) provides a unique opportunity to reach a targeted and qualified market in the livestock sector and rural industry.

With the RLX network of facilities transacting 840,000 cattle and 2.4 million sheep annually, sale events frequently attract large volumes of people either as participants in the transactions, or a interested bystander.

These RLX site locations include;

Gracemere, Qld;	Central Queensland Livestock Exchange (CQLX)
Carcoar NSW;	Central Tablelands Livestock Exchange (CTLX)
Inverell, NSW;	Inverell Regional Livestock Exchange (IRLX)
Tamworth, NSW;	Tamworth Regional Livestock Exchange (TRLX)
Singleton NSW;	Hunter Regional Livestock Exchange (HRLX)
Wodonga, Vic;	Northern Victoria Livestock Exchange (NVLX)
Ballarat, Vic;	Central Victoria Livestock Exchange (CVLX)
Camperdown Vic;	Corangamite Regional Livestock Exchange (CRLX)

At RLX facilities, you have the eyes of your customers for an extended period, increasing the penetration of the advertising message.

If you are looking to supply or offer services to people operating in the livestock industry or rural sector you cannot go past advertising with RLX.

Whether you are a local, regional or national business contact us at [enquiries@rlx.com.au](mailto:enquiries@rlx.com.au) to set up an advertising package for you.

# 840,000

Cattle transacted annually

Data Supplied by MLA 2021/2022

# 2.4 million

Sheep transacted annually

Data Supplied by MLA 2021/2022

# Over 30,000

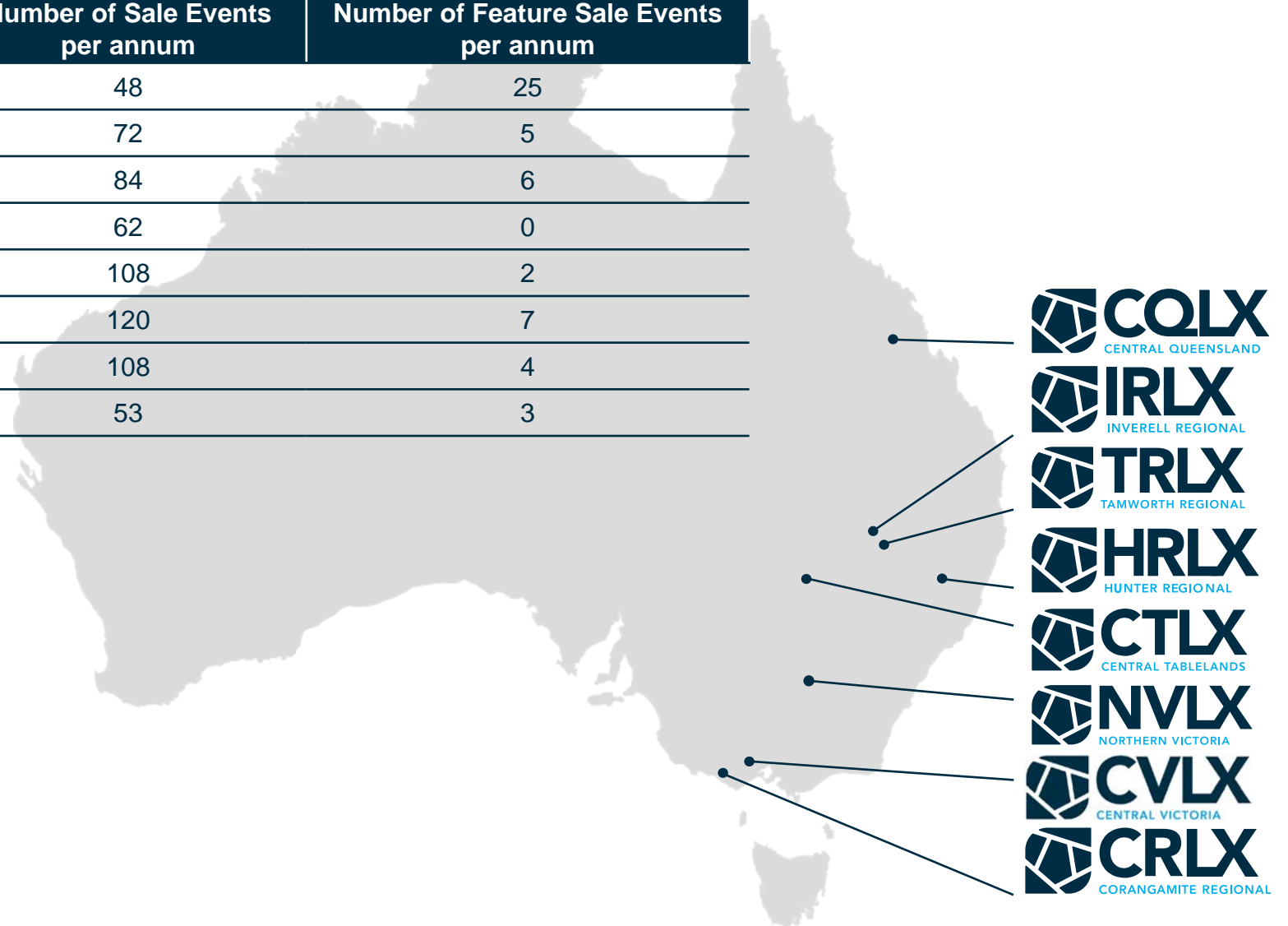
Property owners attend and participate in RLX sale events annually

# Unlimited

Access to operators in the agricultural and farming sector

Site	Location	Number of Sale Events per annum	Number of Feature Sale Events per annum
CQLX	Gracemere	48	25
TRLX	Tamworth	72	5
IRLX	Inverell	84	6
HRLX	Singleton	62	0
CTLX	Carcoar	108	2
NVLX	Wodonga	120	7
CVLX	Ballarat	108	4
CRLX	Camperdown	53	3

\*Sale numbers are subject to change.



## RLX DIGITAL SCREEN ADVERTISING PACKAGE

Digital Screens create higher impact and are more cost effective avenue to communicate the story of your brand. Advertising through the RLX Digital Screen Package gives you exposure at over 500 sale events per year attracting more then 1,800 people per week. RLX advertising platforms offer you access and exposure to a 100% agricultural operator and Agricultural professional audience.

Please note: The digital screen advertising package is offered as a minimum annual package.

Sites	Cost
CQLX(Gracemere)IRLX(Inverell) TRLX(Tamworth)CTLX(Carcoar) NVLX (Wodonga) CVLX (Ballarat)	\$1500 per month Casual (Min 1 month) Screen advertising inc canteen Screens where applicable

\*Prices shown are exclusive of GST. Prices are exclusive of artwork costs.





## RLX TRADE DISPLAYS

Increase your engagement with operators in the agriculture and farming sector by harnessing the opportunity of communicating with them at your trade display during feature sale and store sale events. Trade displays are located along walkways from administration buildings to selling areas, so you gain maximum exposure from users, including producers, buyers, transporters and agents.

**Conference rooms available from \$300 per day. Hourly options available.**

Site	Cost
CQLX - Central Queensland	\$200 per site, per sale <small>*Rates will vary during stud season</small>
TRLX - Tamworth	\$200 per site, per sale
IRLX - Inverell	\$200 per site, per sale
CTLX - Carcoar	\$200 per site, per sale
HRLX - Carcoar	\$100 per site, per sale
NVLX - Northern Victoria	\$200 per site, per sale
CVLX - Central Victoria	\$200 per site, per sale
CRLX - Camperdown	\$100 per site, per sale

\*Prices shown are exclusive of GST.



## RLX ON-SITE SIGNAGE

With thousands of people visiting the RLX sites each month, your business will benefit from on-site signage, whether this be large billboards or more compact options. All on-site signage is placed in high traffic areas to increase visibility to potential customer's. If you require a specific position at one of our facilities, please contact RLX Marketing to discuss.

On site signage specifications (approximate);

Large: 4 m x 3 m  
Medium 2.5 m x 2 m  
Small 1 m x 0.6 m

Site	Large	Meduim	Small
CQLX - Central Queensland	\$8000 per year	\$5000 per year	\$3000 per year
TRLX - Tamworth	\$8000 per year	\$5000 per year	\$3000 per year
IRLX - Inverell	\$8000 per year	\$5000 per year	\$3000 per year
HRLX - Singleton	\$7500 per year	\$4500 per year	\$2500 per year
CTLX - Carcoar	\$8000 per year	\$5000 per year	\$3000 per year
NVLX - Northern Victoria	\$8000 per year	\$5000 per year	\$3000 per year
CVLX - Central Victoria	\$8000 per year	\$5000 per year	\$3000 per year
CRLX - Camperdown	\$7500 per year	\$4500 per year	\$2500 per year

\*Prices shown are exclusive of GST. Prices are exclusive of artwork and artwork delivery costs.

## RLX ON-SITE SIGNAGE AVERTISING PACKAGE

Benefit from advertising across all RLX sites with our on-site advertising package, offering static signage in high traffic areas.

On site signage specifications (approximate);

Large: 4 m x 3 m  
Medium: 2.5 m x 2 m  
Small: 1 m x 0.6 m

Please note: The on-site signage advertising package is offered as a minimum annual package.

	<b>Large 4m x 3m</b>	<b>Medium 2.5m x 2m</b>	<b>Small 1m x 0.6m</b>
CQLX (Central Queensland), IRLX (Inverell), TRLX (Tamworth) HRLX (Singleton) CTLX (Carcoar), NVLX (Northern Victoria), CVLX (Central Victoria), CRLX (Camperdown)	\$50,000 Per year All sites Prime position Avg: \$6250 per site per year	\$30,000 Per year All sites Prime position Avg: \$3,750 per site per year	\$20,000 Per year All sites Prime position Avg: \$2500 per site per year

\*Prices shown are exclusive of GST. Prices are exclusive of artwork and artwork delivery costs.



## CQLX JUMBOTRON

Central Queensland Livestock Exchange (CQLX) boasts a 2.7 by 4.6 m screen which is located in the main selling ring. The Jumbotron offers an exceptional solution to gaining exposure for your business during Stud Sale Events. The TV screen in the canteen area displays ads in conjunction with the stud sale events, ensuring coverage across all areas of the CQLX facility. Rate:\$250 per day

\*discounts apply if multiple advertisements are pre-booked



**RLX ADVERTISING AND FEATURE EVENT PACKAGE**  
*Talk to us about our out of the box advertng ideas.*

MULTI SITE AND LONG TERM DISCOUNTS

CONTACT RLX:

[marketing@rlx.com.au](mailto:marketing@rlx.com.au)

1300 709 919

