



# *Advertising Packages*



# *RLX* **Footprint**

★ *3 States*

★ *11 Sites*

★ *A growing  
geographic  
presence*



# *Fast Facts* **2025**

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

<b>2025*</b>	<b>Cattle</b>	<b>Sheep</b>
<b>Throughput</b>	<b>1.24M Cattle</b>	<b>2.97M Sheep</b>
<b>Buyers</b>	<b>11.1K Destinations</b>	<b>1.9K Destinations</b>
<b>Vendors</b>	<b>24.2K Producers</b>	<b>9.4K Producers</b>

*\*Figures for the ten sites in the RLX portfolio in 2025 - does not include EVLX*

# 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	EVLX
Cattle	Commercial - Prime	50	50	46	50	50	50	50	25	46	50	50
	Commercial - Store		4	24	4	12	6	32	11	24	6	50
	Commercial - Feature	2	6	5	2	6	6	6	4	5	2	1
	Stud	26		3					2	4		
Sheep	Commercial - Prime		25	46		50	50		50		50	8
	Commercial - Feature			1			6		2			
	Stud								1		2	

# 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 / Multi Site		All-Site Package			
Item	Description	1-4 Site Package (\$ per Site)	5-10 Site Package (\$ per Site)	All Sheep Sites (2)	All Cattle Sites (11)	All Cattle & Sheep Sites (13)	
<b>Catwalk Advertising</b>	First/Premium Lane only	\$8,000	\$7,200	\$16,000	\$75,250	\$88,900	
	Banner Advertising on Auctioneer Catwalks, visible from Buyer Lanes.	Single Lane (excl first/premium lane)	\$5,000	\$4,500	\$10,000	\$47,000	\$55,500
		50% Yard (excl first/premium lane)	\$22,500	\$20,250	\$45,000	\$211,600	\$250,000
	Exclusivity available if purchase entire yard.	Entire Yard	<b>N/A for 2026 - talk to us about 2027 availability!</b>				
<b>Premium Branding</b>	Tailored signage positioning by Site. Multiple signs in high traffic and extended visibility areas	<b>\$POA - Size, positioning and price to be customised for each individual package</b>					

Unless otherwise stated, all prices are for one year. All prices are ex-GST.

# Standard

High visibility, high traffic placement  
Static signs, or dynamic digital displays

# Onsite Signage



Standard Onsite Signage - Cost Per Year		Single/Multi Site		All-Site Package (6 Sites)
Item	Description	1-3 Site Package	4-5 Site Package	
<b>Digital Signage - LED Screens</b> High visibility, high traffic placement	Video/Animation, Image, Text (no audio) Shared space, max 8 advertisers Available at six sites: (COLX, IRLX, TRLX, CTLX, NVLX & CVLX) Can be updated quarterly	\$7,250 per site	\$6,525 per site	\$37,000
Standard Onsite Signage - Cost Per Year		Single/Multi Site		All-Site Package (11 Sites)
Item	Description	1-4 Site Package	5-10 Site Package	
<b>Static Signage</b> High traffic area	Placement near entry to selling pens. Maximum size 4m x 3m	\$3,150 per site	\$2,850 per site	\$29,200

Unless otherwise stated, all prices are for one year. All prices are ex-GST.

# Onsite Business Presence

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

Business Presence Onsite		Price Per Day			All Sales or All Sites Package
Item	Description	Single Day	2-3 Days	4+ Days	
<b>Trade Stall Site</b> 3mx 3m* Customer to provide equipment and supplies for site *Larger Sites available upon request - price \$POA	Event/Multi-day Sale Day	\$420	\$350	\$290	\$POA
	Feature/Stud Sale Day	\$315	\$270	\$220	\$POA
	Store Sale Day	\$210	\$180	\$145	\$POA
	Prime Sale Day	\$105	\$90	\$75	\$POA

Business Presence Onsite		Price per Site		All-Sites Package (11 Sites)
Item	Description	1-4 Site Package	5-10 Site Package	
<b>Retail Display</b> In/near Canteen - the gathering place for producers, agents and transporters	Permanent mini-Trade Stall: Sample Products, Sales Rep Contact Details, Links to Retailers etc Flexible inclusion options	\$5,200	\$4,650	\$48,500 per year



**Unless otherwise stated, all prices are for one year. All prices are ex-GST.**

# Bespoke Onsite Signage



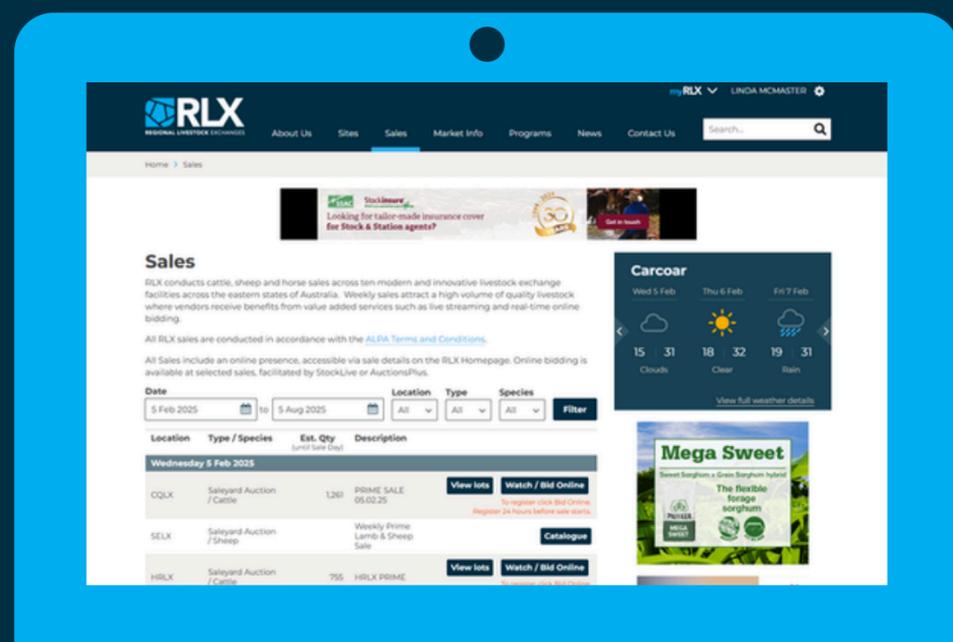
Bespoke Onsite Signage - Cost per Year			Pricing Per Site		All-Site Package (11 Sites)
	Item	Description	1-4 Site Package	5-10 Site Package	
Truck Wash Advertising	Signage / Branding on Truck Wash bays onsite	100% Share of Branding Space	\$6,200	\$5,580	\$58,300
	** Indicates guarantee that alternate advertiser will not be a direct competitor	50% Share of Branding Space **	\$4,050	\$3,650	\$38,100
		50% Share of Branding Space	\$3,500	\$3,150	\$32,900

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

Unless otherwise stated, all prices are for one year. All prices are ex-GST.

# 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 Page	All Site Pages (11 Pages)	Single Availability
Item	Description			
Home Page	Leaderboard (1 available)			\$4,140
	Standard (3 available)			\$2,600
Market Info Page	Leaderboard (1 available)			\$3,100
	Standard (3 available)			\$2,070
Sales Page	Leaderboard (1 available)			\$3,100
	Standard (3 available)			\$2,070
Site Page	Leaderboard (1 available)	\$1,050	\$9,250	
	Standard (3 available)	\$620	\$5,450	
Site Agent Pages	Leaderboard (1 available)	\$310	\$2,700	
	Standard (3 available)	\$190	\$1,650	
All above listed pages (subject to availability)	Leaderboard (1 available)			\$17,000
	Standard (3 available)			\$10,500
Other Custom Pages	Leaderboard (1 available)			\$POA
	Standard (3 available)			\$POA

Online Advertising - RLX Website

Unless otherwise stated, all prices are for one year. All prices are ex-GST.

# 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
Cattle Sponsorship	Pre-Sale Listings	Naming rights for all sites' Commercial Cattle Pre-Sale Listings posts	<b>Booked for 2026 - talk to us about 2027 availability!</b>
	Market Report	Naming rights for all sites' Commercial Cattle Market Report posts	
	Pre-Sale Listings + Market Report	Naming rights for all sites' Commercial Cattle Pre-Sale Listings AND Market Report posts	
Sheep Sponsorship	Pre-Sale Listings	Naming rights for all sites' Commercial Sheep Pre-Sale Listings posts	
	Market Report	Naming rights for all sites' Commercial Sheep Market Report posts	
	Pre-Sale Listings + Market Report	Naming rights for all sites' Commercial Sheep Pre-Sale Listings AND Market Report posts from ALL sites	
Cattle and Sheep Sponsorship	Pre-Sale Listings + Market Report	Exclusive naming rights for all sites' Commercial Cattle AND Sheep Pre-Sale Listing AND Market Report posts	

Unless otherwise stated, all prices are for one year. All prices are ex-GST.

# 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	Platinum Package Cost
<b>Digital Onsite Signage</b>	Advertisement on LED Signs at CQLX, IRLX, TRLX, CTLX, NVLX and CVLX	\$37,000	<b>\$80,600</b>
<b>Standard Onsite Signage</b>	One static sign at all sites	\$29,200	
<b>Premium Onsite Signage</b>	Catwalk Banner - Single Lane (excluding Premium Lane) at all Cattle and Sheep sites (13 total)	\$55,500	
<b>Onsite Business Presence</b>	Trade Stall at 12 sale dates of customer choosing	Up to \$3,480	
<b>Website Advertising</b>	Standard Advertisement on 3 Site Pages of customer choosing (pending availability)	Up to \$6,740	
<b>Social Media</b>	One piece of Sponsored Content published across all Site Facebook pages	\$2,500	
<b>Total Retail Value</b>		<b>\$134,420</b>	

**Unless otherwise stated, all prices are for one year. All prices are ex-GST.**



*Tailored packages with multiple inclusions are available*



*We can design a package to meet your needs and budget*

**Contact Us:**



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



**Anna Adams**

**P: 0432 760 436**

**E: [anna.adams@rlx.com.au](mailto:anna.adams@rlx.com.au)**

**W: [rlx.com.au](http://rlx.com.au)**