



Financial Year 2024

FY24	Cattle	She
Throughput	1.01M Cattle	2.97
Buyers	7.4K Destinations	1.2
Vendors	18.6K Producers	6.6

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

eep

7M Sheep

K Destinations

K Producers

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
	Commercial - Prime	50	50	50	50	50	50	50	25	50	50
Cattle	Commercial - Store	0	4	24	4	12	6	32	11	24	0
Cattle	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		0	0



Tier one CENTRAL QUEENSLAND TRLX **NVLX** CENTRAL VICTORIA **FWVLX**

Tier two D RRX INVERELL REGIONAL THRLX SELX GVLX

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



Standard Onsite Signage

Standard Onsite Signage - Cost Per Year Single Site Pricing				
ltem	Description	Tier 1 Sites (\$ per site)	Tier 2 Sites (\$ per site)	Package
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
Static Signage	Large 4m x 3m	\$4,000	\$2,400	\$28,560
High traffic placement near entry to selling	Medium 2.5m x 2m	\$3,000	\$1,800	\$21,420
pens	Small 1m x 0.6m	\$2,000	\$1,200	\$14,280

Your partners in rural property 07 4921 2347

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High visibility, high traffic placement

Static signs, or dynamic digital displays

Premium Onsite Signage

Premium Onsite Signage - Cost per Year

Give your Brand the exposure it deserves.

High traffic, large scale visibility.

Maximum brand awareness.

	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)
FI	ND YOUR	Entire Yard	\$25,000	\$15,000	\$25,000	\$15,000	\$189,000	\$194,650
	Catwalk Advertising Banner Advertising on	Entire Yard (excl first/premium lane)	\$22,500	\$13,500	\$22,500	\$13,500	\$170,100	\$175,185
	Auctioneer Catwalks, visible from Buyer Lanes.	50% Yard (excl first/premium lane)	\$13,750	\$8,250	\$13,750	\$8,250	\$103,950	\$107,058
	Exclusivity available if	First/Premium Lane only	\$5,000	\$3,000	\$5,000	\$3,000	\$37,800	\$38,930
	purchase whole yard.	Single Lane (excl first/premium lane)	\$3,000	\$1,800	\$3,000	\$1,800	\$22,680	\$23,358
	Premium Static Signage Placement	Tailored signage positioning by Site, in a high traffic and extended visibility area	\$POA - Size, p package	ositioning a	nd price to b	e customise	d for each i	ndividual



Single Site Pricing

All-Sites Package

Onsite Business Presence

Business Presence	Onsite	Single Site F	Pricing		
Item	Description	Tier 1 Sites (6) (\$ per Site per Day)	Tier 2 Sites (4) (\$ per Site per Day)	All-Sites Package	
	Event/Multi-day Sale Day	\$400	\$240	\$POA	
Trade Stall Site 3mx 3m	Feature/Stud Sale Day	\$300	\$180	\$POA	
Customer to provide equipment	Store Sale Day	\$200	\$120	\$POA	
and supplies for site	Prime Sale Day	\$100	\$60	\$POA	
Retail Display 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	

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



Bespoke Onsite Signage



HYDRAUTECH

STRUCK W/A

Bespoke Onsit	e Signage - Cost per Y	Single Site Pr	All-Sites		
	ltem	Description	Tier 1 Sites (6) (\$ per Site)	Tier 2 Sites (4) (\$ per Site)	Package
	Signage / Branding on Truck Wash bays onsite	100% Share of Branding Space	\$6,000	\$3,600	\$42,840
		75% Share of Branding Space **	\$5,400	\$3,240	\$38,556
Truck Wash Advertising		75% Share of Branding Space	\$4,800	\$2,880	\$34,272
	** Indicates guaranteethat alternateadvertisers will not be	50% Share of Branding Space **	\$3,900	\$2,340	\$27,846
	direct competitors	50% Share of Branding Space	\$3,300	\$1,980	\$23,562
		25% Share of Branding Space	\$2,100	\$1,260	\$14,994

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

						myRl	X V LINDA	MCMASTER
REGIONAL LIVES	TOCK EXCHANGES	About Us Sit	es Sales	Market Info	Programs News	Contact Us	Search	C
Home > Sa	les							
			Stockinsure ng for tailor-made i ock & Station agen		(<u>30</u>)	Get in lough		
Sales						Carcoar		
facilities ac		ates of Australia. V	leekly sales attrac	t a high volume	stock exchange of quality livestock and real-time online	Wed 5 Feb	Thu 6 Feb	Fri 7 Feb
All RLX sale	is are conducted in	accordance with	the ALPA Terms a	nd Conditions.			- 1	
	lude an online pre selected sales, fac				age. Online bidding is	15 31 Clouds	18 32 Clear	19 31 Rain
Date			Locatio	n Type	Species			
5 Feb 202	5 🛗 to	5 Aug 2025	All 🗎	~ All ~	All ~ Filter		<u>View full w</u>	eather details
	Type / Species	Est. Qty (until Sale Day)	Description			The second	me Curr	
Location	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,						ga Swe	et 🗾
	ay 5 Feb 2025					and the second	Alle Calenda	Charles and the second s
		n 1,261	PRIME SALE 05.02.25	View lots Regis	Watch / Bid Online To register click Bid Online ter 24 hours before sale starts.		ghum x Grain Sorghu The flexib forage sorghum	to 🚺
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Website Advertising

	ltem
	Home Page
	Site Page
ne	Sales Page
ertising - Website	Market Info Page
	Site Agent Pages
	All above listed
	pages (subject to
	availability)
	Other Custom Page

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RLX

		Single Sit Pricing	ingle Site Pricing		
	Description	Tier 1 Sites (6) (\$ per Site)	Tier 2 Sites (4) (\$ per Site)	All-Sites Package	
	Leaderboard (1 available)			\$4,000	
	Standard (3 available)			\$2,500	
	Leaderboard (1 available)	\$1,000	\$600	\$7,140	
	Standard (3 available)	\$600	\$360	\$4,284	
	Leaderboard (1 available)			\$3,000	
	Standard (3 available)			\$2,000	
	Leaderboard (1 available)			\$3,000	
	Standard (3 available)			\$2,000	
	Leaderboard (1 available)	\$300	\$180	\$2,142	
	Standard (3 available)	\$180	\$108	\$1,285	
	Leaderboard (1 available)			\$16,390	
	Standard (3 available)			\$10,259	
C	Leaderboard (1 available)			\$POA	
S	Standard (3 available)			\$POA	

Social Media Sponsorship

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

	Social Media S Annual Costs		Sponsorship Package Detail - All Site Facebook Pages	All-Sites Package
Market Report for Wednesday the 22nd January. stock Solutions With Zoetis the full Market Report at: https://dx.com.au/market-info/		Pre-Sale Listings	Naming rights for all sites' Commercial Cattle Pre-Sale Listings posts	\$10,336
COLX Prime & Store Cattle Market Report Verdresday 22nd January 2025 Varded 4,158 hd Avg Top Change	Sponsorship –	Market Report	Naming rights for all sites' Commercial Cattle Market Report posts	\$25,840
ers 2016 352c 0 15c rs 2716 352c 0 15c rs 2746 366 0 11c rs 2746 366 0 11c rs 2746 366 0 11c rs 2746 390c 0 19c rs & Calves 1,293 52,075 0 5397 ew the Full Market Report with all Weight Ranges on the RLX Website Market Info page exti-Shield' MH-One RHINOGARD Cut		Pre-Sale Listings + Market Report	Naming rights for all sites' Commercial Cattle Pre-Sale Listings AND Market Report posts	\$32,558
ed on RLX4provasementer report many marked and 2023 of or the first assumptions market and a constrained for the first assumption of the first assum		Pre-Sale Listings	Naming rights for all sites' Commercial Sheep Pre-Sale Listings posts	\$4,419
	Sheep	Market Report	Naming rights for all sites' Commercial Sheep Market Report posts	\$11,049
Prime & Store Cattle Sale - 22nd January 2025 pu Steen sold for \$1,405hd, erg 408kgs, 398-20kg r Nozlen Rochampton on behalf of WP & 3M Cates	Sponsorship	Pre-Sale Listings + Market Report	Naming rights for all sites' Commercial Sheep Pre-Sale Listings AND Market Report posts from ALL sites	\$13,921
	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	\$41,832

Platinum Package

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

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

Tailored packages with multiple inclusions are available. Chat to our team and we can design a package that meets your needs



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

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