

# DIGITAL ADVERTISING

## North Queensland Register, Queensland Country Life, The Land, Stock & Land, Stock Journal, Farm Weekly and FarmOnline National

Display & Mobile	ALL SITES	NQR	QCL	TL	STL	SJ	FW	FOL
Leaderboard	\$2,329	\$150	\$560	\$900	\$133	\$161	\$273	\$154
Pos-1 Mrec	\$2,790							
Pos-2 Mrec	\$1,859	\$100	\$441	\$624	\$182	\$175	\$224	\$112
Pos-3 Mrec	\$1,466	\$78	\$383	\$455	\$143	\$140	\$190	\$77
Pos-4 Mrec	\$925	\$66	\$259	\$300	\$132	\$108	-	\$60
Mobile Banner	\$690	\$45	\$160	\$200	\$80	\$75	\$90	\$40
Mobile Mrec	\$780	\$50	\$190	\$220	\$90	\$80	\$100	\$50
Newsletter Leaderboard (100% SOV)	\$1,194	\$58	\$271	\$346	\$185	\$115		\$87
Newsletter M-Rec 1 (100% SOV)	\$1,823	\$115	\$392	\$519	\$288	\$173		\$115
Newsletter M-Rec 2 (100% SOV)	\$1,823	\$115	\$392	\$519	\$288	\$173		\$115

High Impact Executions	ALL SITES
Roadblock - Leaderboard, Pos-1 Mrec and Gutters	\$5,660
Buyout - Pos-1 M-Rec and Gutters	\$3,500
Beef Roadblock - Leaderboard, Pos-1 Mrec and Gutters (50% SOV)	\$1,665
Beef Buyout - Pos-1 Mrec and Gutters (50% SOV)	\$1,260
Sheep Roadblock - Leaderboard, Pos-1 Mrec and Gutters (100% SOV)	\$1,250
Sheep Buyout - Pos-1 Mrec and Gutters (100% SOV)	\$950
Cropping Roadblock - Leaderboard, Pos-1 Mrec and Gutters (100% SOV)	\$1,250
Cropping Buyout - Pos-1 Mrec and Gutters (100% SOV)	\$950

Good Fruit & Vegetables	
Leaderboard	\$100
Pos-1 Mrec	\$119
Pos-2 Mrec	\$110
Pos-3 Mrec	\$110
Roadblock - Leaderboard, Pos-1 Mrec and Gutters	\$270
Buyout - Pos-1 M-Rec and Gutters	\$160

Farmonline Weather	
Leaderboard	\$850
Pos-1 Mrec	\$900

Turfcraft	
Leaderboard	\$40
Pos-1 Mrec	\$44

Domain Rural	
Pos-1 Mrec	\$280

Impression Packages	
150,000 impressions (minimum two weeks)	\$5,000
240,000 impressions (minimum three weeks)	\$7,500
350,000 impressions (minimum four weeks)	\$10,000

These campaigns run across the entire Agricultural network. Guaranteed positioning is not available.

The Australian Dairy Farmer	
Leaderboard	\$38
Pos-1 Mrec	\$56
Pos-2 Mrec	\$48
Roadblock - Leaderboard, Pos-1 Mrec and Gutters	\$100
Buyout - Pos-1 M-Rec and Gutters	\$65

Agtrader	
Pos-1 Leaderboard	\$660
Pos-2 Leaderboard	\$180
Pos-1 Mrec	\$1,188
Pos-2 Mrec	\$840
Roadblock - Leaderboard, Pos-1 Mrec and Gutters	\$2,079
Buyout - Pos-1 M-Rec and Gutters	\$1,337

Horse Deals	
Leaderboard	\$520
Pos-1 Mrec	\$650
Pos-2 Mrec	\$400
Roadblock - Leaderboard, Pos-1 Mrec and Gutters	\$1,470

### Rich Media

#### Streaming Mrec

20% positional load applies (unavailable on FarmOnline Livestock and Domain Rural).

Other Rich Media executions are available. Please contact your account manager for details. Minimum spends apply.

All rates are excluding GST. Rates effective as of November 1, 2017. Prices quoted are based on a 20% share of voice for one week, unless stated otherwise. Back up GIF files must be supplied for all third party hosted creative.