

MEDIA KIT 2017/18

ADVERTISING OPTIONS AND SPECIFICATIONS



STATISTICS

*Source: Google DoubleClick for Publishers. Period October 1, 2016 – October 1, 2017 *stats are subject to change*

AUSTRALIAN HARNESS RACING WEBSITE (www.harness.org.au)

WEBSITE STATISTICS

Over 100,000 users per month
Over 200,000 sessions per week
More than 2,000,000 page views per week

Average pages per session - 10.14
(Average number of pages viewed during a session)

Average session duration - 8 mins 26 secs
(Average length of a session)



WEBSITE ADVERTISING

Contact: advertising@harness.org.au

Position	1 Month	3 Months	6 Months	12 Months	Dimensions
Leaderboard Banner	\$990	\$890	\$745	\$595	728 x 90 pixels
Wide Skyscraper Banner	\$990	\$890	\$745	\$595	160 x 600 pixels
Medium Rectangle Banner	\$990	\$890	\$745	\$595	300 x 250 pixels

*All rates exclude GST

BANNER SPECIFICATIONS

SIZE: 728 x 90 pixels
160 x 600 pixels
300 x 250 pixels

RESOLUTION: 72 dpi

FORMAT: gif, jpg, png or animated gif with a maximum of three frames

FILE SIZE: 100k maximum

ARTWORK DESIGN: Standard artwork will produce a rotating GIF which contains up to three (3) frames charged at \$140 (+GST) on top of quoted advertising price. This includes three (3) sets of changes. Any alterations will be charged as follows: Extra frames are charged at \$45 per frame and changes to approved artwork or beyond the complimentary three (3) sets of changes will be charged at \$55 (+GST) per hour (charged in 30 minute intervals).

LINKING URL: Ideally the advertisement should link to an active URL

DEADLINES: All advertisements must meet the specifications and be submitted 5 business days before the start of the advertising campaign.

Albion Park 27 (Sun PM) 1:25T

Young 28 (Sun PM) 1:25

Melton 28 (Sun PM) 1:25

Tamworth 29 (Sun PM) 1:25

Australian Harness Racing

LEADERBOARD

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ALABAR

Shepparton - Victoria



HNV adds \$10,000 Bonus to Maori's Idol Trophy Series

Harness Racing Victoria (HRV) today announced the 2017-18 Maori's Idol Trophy Series Association Maori's Idol Trophy Series...

Top Stories

Racing Office

Industry News

Stewards

Careers

- 20 Oct 2017 Wayne Hill Ready For AOC Title Defence
- 20 Oct 2017 Jayson Brown to represent SA at Australian Young Drivers Championship
- 19 Oct 2017 Guaranteed \$50,000 F4 At Albion Park
- 18 Oct 2017 WA Trotting Media Build Friday's Thoughts 20th October
- 18 Oct 2017 2017 Australian Broodmare of the Year - Amaranth

Click for more

Racing

Today's Meetings

Albion Park

QLD

Tonight's Meetings

Young

NSW

Tabcorp Park Melton

VIC

Tamworth

NSW

Port Pirie

SA

Glaucoster Park

WA

Kalgoorlie

WA

More Meetings

Friday's Scratchings

Albion Park

94-7/8/10, 99-2/3

Young

85-5/6, 82-6, 83-9, 94-2, 85-3, 86-3/5, 87-10

Tabcorp Park Melton

82-3/10/11, 84-4

Tamworth

85-0, 82-10, 82-10, 84-2/7, 85-6, 87-2, 88-3/5, 89-6

Port Pirie

Results

Friday 20 Oct

Albion Park

QLD

Thursday 19 Oct

Bendigo

VIC

Penrith

NSW

Redcliffe

QLD


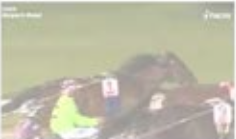

Wednesday 18 Oct

Bathurst

NSW

More Meetings

Video highlights



MEDIUM RECTANGLE BANNER 1

MEDIUM RECTANGLE BANNER 2

WIDE SKYSCRAPER BANNER 1

WIDE SKYSCRAPER BANNER 2



CONTACT US

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