



2025 Red Angus Annual Magazine Advertising Prospectus



Image by Zoe Schipp

The Red Angus Society of Australia is excited to announce the upcoming release of our 2025 magazine edition, scheduled for a December 2024 release. Available in both digital and print formats, the magazine ensures maximum exposure for your advertisements.

Hard copies will be distributed nationwide to beef producers and RASA members, included in new member packs, and available at industry events, sales, and field days across Australia.

The Red Angus Society Australia magazine will feature a variety of content, including coverage of Red Angus at events, performance updates, engaging stories, youth news, member updates, industry-related articles, and much more!

The year 2025 promises to be significant for Red Angus as we participate in the 2025 World Angus Forum, Angus Youth National Roundup, South Australian Junior Heifer Expo, Farm Fest, independent and

multi-vendor sales, shows and exhibitions and many more events.

Advertising in the next edition of the Red Angus Annual offers an excellent opportunity to gain exposure for your stud or business while supporting the Society's mission to promote our breed and breeders.

We invite you to review our available advertising packages and submit the completed booking form to Head Office.

We are excited to introduce a new option for 2025: **'The Diamond Package.'** This premium package provides a prime opportunity to expand your marketing potential with enhanced promotional capabilities, including professional videos and imagery. This is a 'first in best dressed' opportunity.

We look forward to your participation and support.



Image by BA Showcase

Packages (GST inc.)

Diamond Package

Refresh your stud or business's marketing presence with a complete video and image gallery. Members may also receive a magazine feature which can include:

- Column of editorial (max 500 words)
- Space allocated for an advertisement
- Advertisement on the RASA social media pages with the editorial linked
- Advertisement across the RASA website
- Your animals featured in RASA advertising and media opportunities

Diamond Packages will be allocated to members/businesses in order of the returned booking forms. The Diamond Package includes a full day of media content with Mallee Media (www.malleemedia.com.au) collecting videos and photos of your business. **This is open to all members and businesses.**

The feature videos will be retained by the RASA society until first released on RASA digital platforms to assist advertisers achieve maximum exposure via Red Angus advertising channels. All other media will be shared with the member after final copies have been received. The Red Angus Society of Australia reserves the right to use video and photography content collected in conjunction with the advertiser, for future promotion and advertising.

Members can negotiate a promotional package that suits their enterprise for the 2025 Annual Magazine. This may include a dedicated space for an advert, editorial, online/social media recognition. This will be negotiated with Head Office.

Prices start from \$5,000. The Diamond Package has been subsidised. Member/Stud names will be attributed where possible. Payment must be received within 14 days of the invoice being issued for this booking to be fully accepted. Contact Head Office to customize the package to best suit you.

Cost of Advertising in the Magazine Alone as Follows (GST inc.)

Full Page (297 x 210) \$750

Without Bleed (185mm wide x 277mm high)

With Bleed 220mm wide x 307mm high artwork size (5mm bleed)

210mm wide x 297mm high Trimmed Size

Back Page (297 x 210) \$950

Based on 'right of first refusal'

Inside Front and Back Cover	\$850
Based on 'right of first refusal'	
Half Page (Portrait) (105 x 297)	\$550
Half Page (Landscape) (148 x 210)	\$550
Third Page (Portrait) (85 x 185)	\$430
Third Page (Landscape) (175 x 90)	\$375
Quarter Page (130 x 90)	\$375
Sixth Page (85 x 90)	\$260

*Requests for right hand side full page adverts in the first quarter of the magazine will be charged a 5% premium booking. This is a first in best dressed basis.

Supplied Advert Requirements

- Please refer to attached 'Ad Temp Sizes' for dimensions, margins & bleed requirements
- Print ready artwork should be supplied by email to red.angus@abri.une.edu.au
- Do not reduce file size to fit as email attachment, FTP facilities are available for large file sizes, contact 02 6773 3022 for details
- High quality print PDF files are preferred
- Microsoft Publisher and Microsoft Word will NOT be accepted
- All (screen and print) fonts must be collected, embedded or outlined
- All supplied images to be 300dpi, images supplied in RGB will be converted to CMYK for print.
- Spot and Metallic colours will be converted to CMYK for print.
- Minimum type size (positive or reversed): 8 point.
- If in doubt, ask for clarification on requirements

Supplied Content for Advert Design

- All content should be supplied by email to red.angus@abri.une.edu.au
- Do not reduce file size to fit as email attachment, FTP facilities are available for large file sizes, contact 02 6773 3022 for details
- Images - to be 300dpi in raw format, images supplied in RGB will be converted to CMYK for print
- Logos – vector file format preferred (.eps, ai, pdf) High quality image files will also be accepted.

- Please note that the 'including artwork' price includes 2 proofs only. Further proofs will incur an additional charge of \$85 per hour
- Complex vector artwork (eg. drawing maps and diagrams) will also incur an additional charge

Cancellation Policy

A 10% surcharge applies to all advertising bookings that are cancelled on or after the specified deadline date for all advertising material.

Terms and Conditions

Advertising accepted for publication in Red Angus Annual Magazine is subject to the conditions set out in these Terms and Conditions.

It is the responsibility of the advertiser to ensure all material supplied designed and print ready meets the required specifications stated above. The society accepts no responsibility nor guarantees the size, clarity or printed reproduction of artwork that is supplied designed and print ready.

Every advertisement is subject to the approval of the society. The society reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against the society other than for the refund of any money paid by the advertiser if the advertisement is not published. The society otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

Advertising Booking Form

Member ID (if applicable): _____
Business Name: _____
Contact Name: _____
Address: _____

Phone: _____ Email: _____
Advertisement Package: _____ Signature: _____

Special Requirements e.g double spread ect.:

If you wish to book an advertisement by email, simply write the size of the advertisement that you require in the email message and return it to the Red Angus Society email address red.angus@abri.une.edu.au. An email will be taken as acceptance of the advertising rates and booking.

*Special requests will be catered for on the basis of the booking. Members booking early will be looked at first in regard to special requests.

Calendar of Events for 2025

Please complete the form below to ensure the details of your event for the following calendar year is displayed accurately on the website and other Red Angus material. If the details of your event changes, please inform the office as soon as you can.

Herd ID: _____
Event name: _____
Event venue: _____
Event date/time: _____
Event contact details
Name: _____
Mobile: _____ Email: _____
Website: _____

Please return printed copy to the Red Angus Society at c/- ABRI, UNE, Armidale, NSW, 2350 or digital copy to red.angus@abri.une.edu.au.

