



ADVERTISING RATE CARD

POSITIONING

Header Leaderboard, Footer Leaderboard and Island are all located throughout all pages of the Racing Victoria website.

SHARE OF VOICE

In the online advertising industry, share of voice is used to represent the relative portion of ad inventory available to a single advertiser within a defined market over a specified time period.

RACING VICTORIA'S ROLE

Racing Victoria is the Victorian racing industry's regulatory body with shareholders and stakeholders including:

- › Victoria Racing Club
- › Melbourne Racing Club
- › Moonee Valley Racing
- › Country Racing Victoria
- › Trainers
- › Jockeys
- › Owners
- › Breeders
- › Bookmakers' Association

3.7 million
page impressions

97,000
unique visitors

Racing Victoria's responsibilities including promoting and managing the Spring Racing Carnival, wagering, ownership, integrity and attendance for all Victorian racecourses

racingsvictoria.net.au

Racing Victoria's website is the number one source for racing information in Victoria, with the most popular pages being the race fields and form on a daily basis.

This is the portal where trainers, jockeys, owners, punters, riders' agents and racing fans seek race acceptances, form, nominations, weights and essential information about the industry. The website is second only to *tabracing.com.au* during the Spring Racing Carnival.

SPRING RACING CARNIVAL

Victoria's Spring Racing Carnival showcases 50 days of world-class thoroughbred racing in a party atmosphere unmatched by any other Australian sporting event.

- › 90 race meetings across the state
- › 715,000 people attend race meetings
- › International and interstate visitors
- › \$513 million injected into the Victorian economy

During this these 50 days *racingsvictoria.net.au* receives:

- › 1 million visits
- › 387,000 unique visitors
- › 317,000 new visitors
- › 8.7 million page impressions

AVERAGE MONTHLY STATISTICS

- › 97,000 unique visitors
- › 3.7 million page impressions

FOR MORE INFORMATION PLEASE CONTACT

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HEADER – Leaderboard

Specifications	Share of Voice	Approx Impressions	Weekly Rate
728x90 pixels	100%	3.7 million	\$1000
728x90 pixels	50%	1.85 million	\$500
728x90 pixels	25%	925,000	\$250
728x90 pixels	10%	370,000	\$100

FOOTER – Leaderboard

Specifications	Share of Voice	Approx Impressions	Weekly Rate
728x90 pixels	100%	3.7 million	\$500
728x90 pixels	50%	1.85 million	\$250
728x90 pixels	25%	925,000	\$125
728x90 pixels	10%	370,000	\$50

RIGHT COLUMN – Island

Specifications	Share of Voice	Approx Impressions	Weekly Rate
250x250 pixels	100%	3.7 million	\$500
250x250 pixels	50%	1.85 million	\$250
250x250 pixels	25%	925,000	\$125
250x250 pixels	10%	370,000	\$50

The screenshot shows the Racing Victoria website interface. A banner at the top reads 'SPECTACULAR 50 DAYS THAT WILL RACING AMAZE' for the Spring Racing Carnival from Sept 29 to Nov 21, 2010. The website layout includes a navigation menu, a main content area with 'This Week in Racing' and 'Latest news' buttons, and a right-hand sidebar with links like 'Weather', 'Trainers Toolkit', and 'Registration'. Three callout boxes point to specific areas: 'HEADER LEADERBOARD' at the top banner, 'ISLAND' on the right sidebar, and 'FOOTER LEADERBOARD' at the bottom of the page. The footer features the 'DREAMstable' logo.