



## 2011-2012 RACING INDUSTRY DIARY



The Australian Trainers' Association's (ATA), signature publication - the highly sought after Racing Industry Executive Diary, now in its sixteenth year, will be published again on August 1 2011.

The only publication of its kind, the Racing Industry Diary provides commercial organisations with a unique opportunity to market their products and services to racehorse trainers and the wider racing industry in all States.

### Key Advertising Benefits of the Racing Industry Diary



- 2500 circulation nationally to all members of the ATA and a prominent cross section of the national racing industry.
- Access to an important clearly defined target market - racehorse trainers - in the Australian racing industry.
- Regular product and service exposure over a 13 month period.
- Australia's only Racing Industry Diary spanning each racing season with an extra 13th month (August 2012) added.
- Published by the officially recognized industry organization representing racehorse trainers nationally.
- A vital source of reference for trainers and industry participants with features such as the Horse Training Industry Award, National Gear Register and Tax Planner, all included as a result of trainers feedback.
- A well established niche publication strongly supported by most of the key suppliers to the racing industry and leading commercial organizations targeting the racing industry.
- A modern executive style design format featuring a week to an opening wire bound and monthly divider tabs with a high quality gold embossed cover.
- A range of advertising packages and options to suit all advertisers at highly competitive and cost effective rates.

## MAJOR FEATURES OF THE DIARY

- A modern executive style A4 sized, 13 month diary format.
- Week to a view opening.
- Monthly Stable Performance Record Pages.
- Monthly Divider Tabs with Advertising Opportunities.
- Horse Training Industry Award.
- National Gear Register.
- Tax Planner.
- Executive Planner.

## PREMIUM COLOUR ADVERTISING PACKAGES

- **Joint Naming Rights on Diary Front Cover - Gold embossed** ..... \$4950
- **Diary Back Cover - Gold embossed** ..... \$2500
- **Four Colour Bookmark** ..... \$3850
- **Inside Front Cover - Gold embossed** ..... \$2500
- **Naming Rights and Strip Advertisement on Monthly Stable Performance Pages, printed on Monthly Divider Tabs**
  - 6 positions (2 colour) ..... \$3300
  - 6 positions (4 colour) ..... \$4400
- **Full Page Four Colour Advertising on Monthly Divider Tabs (1 month)** ..... \$1760
- **Full Page Four Colour Advertising on Monthly Divider Tabs (2 months)** ..... \$3080
- **Four Page Four Colour Liftout** ..... \$3300
- **Full Page Advertising alongside Monthly Divider Tabs and Stable Performance Pages**
  - Four Colour ..... \$1540
  - Spot Colour ..... \$1265
- **Advertising in Horse Training Industry Award Section (16 pages)**
  - 16 Spot Colour Strip Advertisements ..... \$3850
  - 8 Spot Colour Strip Advertisements ..... \$2970
  - 4 Spot Colour Strip Advertisements ..... \$1980
  - Full Page Four Colour Advertising on Award Section Divider Tab ..... \$1760
- **Sponsorship of National Gear Register (14 pages) including 14 spot colour strip advertisements** ..... \$3630

## ADVERTISING RATES

- **COLOUR ADVERTISEMENTS**
  - Full page (one side) ..... \$1210
  - Full Page (both sides) ..... \$1980
- **SPOT COLOUR**
  - Full Page (one side) ..... \$1100
  - Full Page (both sides) ..... \$1760
  - Half Page ..... \$605
  - Quarter page ..... \$330
- **DIARY PAGE - STRIP ADVERTISING**
  - 52 Spots - Saturday position ..... \$3850
  - 52 Spots (one per week) ..... \$3300
  - 26 Spots ..... \$1980
  - 12 Spots ..... \$1265
  - 6 Spots ..... \$715
  - 4 Spots ..... \$550

### Terms & Conditions

Rate changes will be announced at least 30 days in advance of the closing date for the first issue affected. Agencies and advertisers are jointly and severally liable for all changes. Orders for "Preferred" positions are non-cancellable, and no cancellations after 14 days before the closing date for materials. The publisher shall not be liable for damages for any reason including but not limited to failure to publish an advertisement, errors in printing or otherwise. Advertising that resembles editorial may be marked "Advertisement" by the publisher. The publisher is not responsible for advertising materials left for more than one year. The publisher is not responsible for errors in key numbers. The publisher will not be bound by any conditions on contracts, orders or instructions when such conditions conflict with the Australian Trainers' Association Terms & Conditions. All advertising copy is subject to the publisher's approval. Agencies and advertisers assume liability for the contents of all advertisements and any claims arising thereof made against the Australian Trainers' Association.

All prices published in this rate card are inclusive of the Goods and Services Tax (GST).

## BOOKING DEADLINE - MAY 4 2011



## COPY DEADLINE - MAY 11 2011

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