



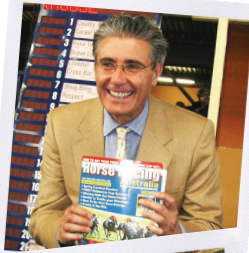
# HORSE RACING AUSTRALIA MAGAZINE ADVERTISING 2010-11

*'Contributing To The Racing Industry For Over 23 Years'*



- **Cost Effective & Affordable**
- **Packages To Suit All Businesses**
- **National Coverage**
- **Direct Exposure To Your Niche**





## History

Winform Racing Club has continued to be one of Australia's leaders in racing information for the last 23 years. Winform Racing Club is an organisation that dedicates their knowledge and efforts to producing solid, genuine and reliable industry information through publications and information services.

Over 10 years ago Winform established their online magazine: **Horse Racing Australia** and since then the website experienced steady growth but in spite of the popularity of the Internet people still like to have their stories in their hands and that's why Horse Racing Australia elected to produce what has become one of Australia's most reliable and widely accepted Racing Resources.

Winform Publishing has been successful in the release of their magazine: '**Horse Racing Australia**' and are looking forward to the production of the **19th Edition for Spring 2010**.

In our lead up to our huge Winter Edition we would like to offer you the opportunity to become part of the Horse Racing Australia success story by advertising your business or organisation this Winter and throughout 2010 and beyond.

We have many affordable packages and options available for both Print and Internet mediums.

## ALL NEW: Colour Internal

Winter is a very exciting time for us, as we are continuing with our full colour internal. This section will include feature stories, business reviews and advertisements.

This is a fantastic opportunity to promote your business on a professional looking high-colour feature. . .

**All purchases made in full colour will receive complimentary exposure on the Horse Racing Australia Website, including your article/ advertisement in our News section for the duration of magazine issue (3 months). We will also include a link to your business on our online emails, that targets over 20,000 Racing enthusiasts monthly.**

## Circulation & Distribution

The circulation of Horse Racing Australia Magazine reaches over 18,000 readers per issue and is rising with key purchasers wanting to take advantage of Winform's extensive product range and services.

Horse Racing Australia is a quarterly magazine and is printed on the first Thursday prior to the start of each new season or issue date (March, June, September & December) with online updates as news breaks.

The magazine is directly distributed by subscription to Professional Punters, Bookmakers, Race Clubs, Horse Owners, Breeders and Syndicators within the industry in all areas of Australia, New Zealand and many overseas subscribers in Japan, Korea, Malaysia, England, Europe and the United States.

Horse Racing Australia is also available in all Major Newsagency outlets and Borders Bookstores throughout Australia.

A large number of our readers consist of Business Owners, Horse Owners or Syndicates. This allows many synergies between our Clients and your business. We have over 56 pages of action packed Horse Racing information on all industry levels.

## Exposure

All advertisements purchased in Horse Racing Australia Magazine will also be guaranteed a position on the Horse Racing Australia Affiliate Links Web Page. This is a fantastic opportunity to link your business direct to your niche, as our website receives in excess of one million hits per month along with SEO.

Unlike most other racing magazines, we promise to provide your business with the maximum national and international exposure possible. Along with the distribution to many key industry segments, we also provide every licensed Trainer in Australia with the latest edition of Horse Racing Australia Magazine every quarter.

To coincide with this Horse Racing Australia is running continual affiliate promotions to maximise the success and product awareness of Horse Racing Australia.

As apart of Horse Racing Australia's production policy we dedicate a page within the Magazine to an Australian Organisation or Charity. In the past we have supported the likes of: Cancer Council New South Wales, National Men's Health Week, Father Chris Riley's: *Youth Off The Streets*, Children's Christmas Appeal: Salvation Army, The Smith Family, St. Vincent De Paul, Beyond Blue: *National Depression Initiative* and The National Jockeys Trust. This is a golden opportunity for your organisation to be associated with supporting much needed causes in today's society.

## Positioning

Horse Racing Australia Magazine is a fundamental and reliable racing resource, servicing the racing industry on a National scale and is a powerful marketing tool for all businesses.

## Subscription

Subscriptions to Horse Racing Australia Magazine vary from \$49 to \$179 per annum as there are many different options available. See the Horse Racing Australia Bookshop at: [www.horseracingaustralia.info/bookshop.htm](http://www.horseracingaustralia.info/bookshop.htm)

## Contact

**Prue Hawkins**  
Marketing Manager

PO BOX 375  
Wallsend N.S.W. 2287

Phone:  
(02) 4950 1747

Fax:  
(02) 4951 7364

Email:  
[direct@hunterlink.net.au](mailto:direct@hunterlink.net.au)

## Submission Date

**Please Note:**  
All Artworks and designs for the Horse Racing Australia Magazine  
**Spring 2010**  
will close on:

**Monday 2nd August,**  
2010  
By 4 p.m. AEST

# Rates, Sizes & Schedule

Please Note: All prices listed below are Inclusive of GST

## Full Gloss Colour Cover

Full Page Gloss Inside Cover (Finished Size: 270mm x 200mm) .....	\$2,900
Full Page Gloss Back Cover (Finished Size: 270mm x 200mm) .....	\$3,200
Front Cover Strip Ad. (Finished Size: 65mm x 200mm) .....	\$1,100

## Colour Section

Full Page Colour Matt Ad (240mm x 180mm) .....	\$1,100
1/2 Page Matt Ad (120mm x 180mm) .....	\$590
1/3 'Column' Colour Matt Ad (240mm x 55mm) .....	\$380
1/2 'Column Colour Matt Ad (120mm x 55mm) .....	\$285
Column Box Colour Matt Ad (60mm x 55mm) .....	\$120
Strip Colour Matt Ad (40mm x 180mm) .....	\$320

## Commitment Bonus

For businesses who have some long term advertising prospects planned throughout the year, why not take up Horse Racing Australia's Bonus Frequency Discount Offer. Simply book advertising for more than two issues with Horse Racing Australia and receive your discount reward. (see table to the right).

## 2010/2011 Schedule

Publication Dates	Submission Deadline
Spring 2010	30/07/2010
Summer 2010	29/10/2010
Autumn 2011	28/01/2011
Winter 2011	29/04/2011

## Bonus Frequency Offer

Frequency of Issues To Advertise	\$ Discount Reward
2 Issues	10% Discount
3 Issues	20% Discount
4 Issues (1 Year)	35% Discount

## Loyalty Bonus

Once you have submitted any advertising with Horse Racing Australia Magazine and you would like to advertise again in the future. We would like to offer you a 15% discount off any of our E-Marketing options.

This will include Website Banners, Online Email Banners and Webpage advertising through Horse Racing Australia.

## Horse Racing Australia Magazine & Internet Packages

Package	Page Type Inclusion	Sizes
<b>HRA Elite Package</b>	Full Page Gloss Inside Cover Ad.	270mm x 200mm (Cut Size)
	Full Page Colour Editorial	240mm x 180mm
	Internet Flash Banner	120 x 170 pixels
Cost: \$3,990 inc. GST		

Package	Page Type Inclusion	Sizes
<b>HRA Spread Package</b>	Full Page Colour Ad. Spread Pages	240mm x 180mm
	Internet Flash Banner	240mm x 180mm
Cost: \$2,300 inc. GST		

Package	Page Type Inclusion	Sizes
<b>Full Page Colour</b>	Full Page Colour Ad.	240mm x 180mm
	Internet Flash Banner	120 x 170 pixels
Cost: \$1,200 inc. GST		

Package	Page Type Inclusion	Sizes
<b>Half Page Colour</b>	Half Page Colour Ad.	120mm x 180mm
	Internet Flash Banner	120 x 170 pixels
Cost: \$690 inc. GST		

Package	Page Type Inclusion	Sizes
<b>1/3 Page Colour</b>	1/3 Page Colour Column Ad.	240mm x 55mm
	Internet Flash Banner	120 x 170 pixels
Cost: \$240 inc. GST		

## Booking Information

Attached you will find the Horse Racing Australia Magazine Booking form.

To complete this form, please provide your:

- Business or organisations main contact details
- Advert Specifications
- Deposit Payment Details
- Complete Horse Racing Australia Advertising Agreement

## Spring 2010 Edition

**Bookings Close:** Friday 23rd July, 2010 At 4:00 p.m. AEST

Should you have any questions at all about Horse Racing Australia Advertising, please phone:

**Prue Hawkins (Marketing Manager) or Garry Robinson (Director & Editor)**

**Call: (02) 4950 1747**

[www.horseracingaustralia.info](http://www.horseracingaustralia.info)

Please Note: All prices listed below are Inclusive of GST

## Website & Email Flash Banner Advertisements

Banner Type	1 Month	2 Months	3 Months
Flash Banner (120 x 60 Pixels) .....	\$320	\$570	\$768
Flash Banner (120 x 120 Pixels) .....	\$410	\$735	\$1,176
Flash Banner (120 x 300 Pixels) .....	\$850	\$1,520	\$2,040
Flash Multi Ad. Banner (432 x 55 Pixels) .....	\$990	\$1,782	\$2,376

Maximum term for individual banner is three months. Should the artwork be reworked, longer terms (and rates) can be negotiated.

**PLEASE NOTE:** Advertisement acceptance is at the discretion of Horse Racing Australia.

## Web Page: Editorial & Advertisements

Horse Racing Australia is giving you the opportunity to submit an editorial on your business or organisation on the Horse Racing Australia Website. This will feature in the News Section of the website.	1 Month .....	\$1,250
	2 Months .....	\$2,100
	3 Months .....	\$2,989

**PLEASE NOTE:** Advertisement acceptance is at the discretion of Horse Racing Australia.

## Spring Edition Offer

1 x Website & Email Flash Banner: (120 x 120 Pixels) for 1 Month  
1 x Web Page (Editorial / Advertisement) for 1 Month

ONLY  
**\$899**

## Specifications & Conditions

Should you require any assistance with your advertisement or you would like the Winform Team to create a suitable ad for your business, please contact our office on: **(02) 4950 1747** and speak to **Prue Hawkins** to get started.

### Formatting

Winform Publishing accept artwork submissions in the following design programs

- Adobe Illustrator Version CS3 (no higher, please contact our office for assistance for saving artwork in lower version).
- Adobe Photoshop Version CS3 (no higher, please contact our office for assistance for saving artwork in lower version). Acceptable file types for the above programs: **ai.** and **eps.**
- Adobe Acrobat Reader– PDF (all fonts embedded)–
- We do accept Windows Publisher Files

**All Fonts Must Be Imbedded or Outlined**

### High and Low Resolution Images:

If you are submitting a high resolution image, please ensure that your image is scaled correctly. We welcome your coloured images (if you are advertising in colour) if they are of good quality and in CMYK format.

**Media:** We can accept file via email if they are moderate to small in size. email: [direct@hunterlink.net.au](mailto:direct@hunterlink.net.au)

We can also accept files via mail, CD-ROM only. We do not accept Macintosh Files, we apologise for any inconvenience.

**Page Specifications:** When you purchase any advertisement, you will need to leave a bleed area of 2mm around your design, which will amount to 1mm off each side.

(Do not design any crucial details within this bleed area).

For Example: Full Page with Bleed= 238mm x 178mm

**Proofs:** Ensure that you spell-check your job thoroughly, making sure that all details are correct. No responsibility will be taken for incorrect spelling on supplied files.

### Resolution:

Four Colour Process (CMYK)= 100 L.P.I, 1200 D.P.I  
Greyscale= 85 L.P.I, 300 D.P.I

### Deadlines

All material must be sent by the Submission Date coinciding with the Issue you are advertising in. (see previous page)

### Cancellations

Cancellations must be advised in writing 10 working days prior to your submission date. Advertisers are liable for the full payment should cancellation be advised on or after the 10 working days prior to submission date.

### Right Of Refusal

Horse Racing Australia Magazine retains the right to refuse to publish any advertisement on sight of material.

### Responsibility Waiver

No guarantee can be given for the accuracy in setting hand-written copy or for the quality of reproduction from unsuitable or previously screened illustration material. Copy should be supplied in typewritten form and accompanied by original photographs or artwork. The publisher accepts no responsibility for any loss arising from failure of all or part of an advertisement to appear or for any error in advertisement.

### Payments

Payments are due and payable within 7 days of receipt of official Horse Racing Australia Invoice. (All Advertisements under \$333 are to be paid for at the time of booking). All Cheques MUST be made payable to: Winform Publishing

### Veterinary Advertisements

All new veterinary advertisements must be approved by Horse Racing Australia, and therefore supplied one week before original deadline.

### Material For All Advertising

To be forward to **Horse Racing Australia Magazine**  
**PO BOX 375, Wallsend N.S.W. 2287**  
**Attention: Prue Hawkins**  
Or Email: [direct@hunterlink.net.au](mailto:direct@hunterlink.net.au)



HORSE RACING AUSTRALIA MAGAZINE

# Advertising Booking Form

Fax: (02) 4951 7364

Winform Publishing  
A.B.N. 40 079 032 018  
PO BOX 375  
Wallsend N.S.W. 2287

Telephone: (02) 4950 1747  
Fax: (02) 4951 7364  
Email: direct@hunterlink.net.au  
Website: www.horseracingaustralia.info

## Horse Racing Australia Advertisement Details

All relevant advertisement information is to be documented on this sheet.

HRA Issue (s) Advertising In:

Business Name:

Contact Name:

Mailing Address:

Phone:

Fax:

Email:

Website:

### Payment Details

All Advertisements submitted to Horse Racing Australia Magazine requires a 50% deposit of your selected advertisement package paid upon booking.  
**If your advertisement cost is \$333 or under, please include full payment.**  
*Please complete or see payment details provided:*

Amount to be Paid: \$ \_\_\_\_\_

Credit Card Payment

Card Type: VISA  MASTERCARD  BANK CARD  AMEX

Name on Card:

Signature:

Card No:

\_\_\_\_\_

Card Expiry: \_\_\_\_/\_\_\_\_

Direct Deposit Details:  
Commonwealth Bank  
BSB: 062823 Account No: 1013 3456  
Account Name: Winform Publishing

Sending Cheque  Direct Deposit

## Advertisement Options

Please select the advertising option (s) you would like to take advantage of:

Full Gloss Colour Cover Section		
Option	Cost \$	
Full Page Inside Cover 270mm x 200mm	2,900	<input type="checkbox"/>
Full Page Back Cover 270mm x 200mm	3,200	<input type="checkbox"/>
Front Cover Strip Ad. 65mm x 200mm	1,100	<input type="checkbox"/>

Colour Section		
Option	Cost \$	
Full Page Colour 270mm x 200mm	1,100	<input type="checkbox"/>
1/2 Page Colour 120mm x 180mm	590	<input type="checkbox"/>
1/3 'Column' Colour 240mm x 55mm	380	<input type="checkbox"/>
1/2 'Column' Colour 120mm x 55mm	285	<input type="checkbox"/>
Column Box Ad Colour 60mm x 55mm	120	<input type="checkbox"/>
Strip Colour Ad Colour 40mm x 180mm	320	<input type="checkbox"/>

Magazine & Internet Packages		
Option	Cost \$	
HRA Elite Package	3,990	<input type="checkbox"/>
HRA Spread Package	2,300	<input type="checkbox"/>
Full Page Colour	1,200	<input type="checkbox"/>
Half Page Colour	690	<input type="checkbox"/>
1/3 Page Colour	240	<input type="checkbox"/>

### Please Note:

If you are booking Website & Banner Advertising, please fill out your details and payment sections on the left. You will need to Phone Horse Racing Australia at: **(02) 4950 1747**

**Horse Racing Australia Advertising Agreement:** Advertising accepted for publication in Horse Racing Australia Magazine is subject to the conditions set out in their prices. Every advertisement is subject to the Publisher's approval and the Publisher may, at its discretion, refuse to accept an advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the State and Territories. When an Advertisement is cancelled, deposits are non refundable 24 hours after bookings. Please Note, Horse Racing Australia Magazine takes no responsibility for the late submission of Advertisements, Editorial nor errors after confirmed Proof Acceptances.

Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_