



2024 ADVERTISING PROSPECTUS

22 MARCH – 2 APRIL 2024



AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT



Royal Agricultural Society of NSW

SYDNEY ROYAL EASTER SHOW

The Sydney Royal Easter Show is Australia's largest annual ticketed event, attracting an average of 852,000* people over a 12 day period.

It is a celebration of Australian culture, from our rural traditions to our modern day lifestyles, providing unique experiences for everyone. In 2024, the Show is on from 22nd March to 2nd April.

The Royal Agricultural Society of NSW (RAS) is a not-for-profit organisation that promotes and rewards agricultural excellence. The Sydney Royal Easter Show allows the RAS to carry out its mission to promote sustainable agriculture and therefore forge the future of the agricultural industries and rural communities throughout Australia.



**SHOWCASE YOUR
BRAND AT AUSTRALIA'S
LARGEST ANNUAL
TICKETED EVENT**

*Average attendance for the last 5 Shows

CONNECT WITH OUR AUDIENCE

Our extensive range of integrated, informative and trusted communication platforms will further amplify your messaging both before and during the Show. These platforms include broadcast, outdoor, digital (website and mobile) and print and will ensure messages are communicated with maximum impact before and during the Show.

A range of advertising packages are available on request or alternatively we can tailor a campaign to meet your objectives and budget and could include a broader sponsorship package.

THE SHOW HAS A VARIETY OF PLATFORMS TO PROVIDE TIMELY AND DETAILED INFORMATION TO THE HUNDREDS OF THOUSANDS OF PEOPLE EACH YEAR THROUGHOUT THE SHOW.



THE SHOW ALLOWS ADVERTISERS TO:

- Generate brand & product awareness
- Engage with key demographics in a timely way
- Run consumer promotions and data collection
- Drive consumers to your onsite activation

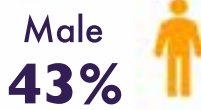
OUR 2023 AUDIENCE

ATTENDEES

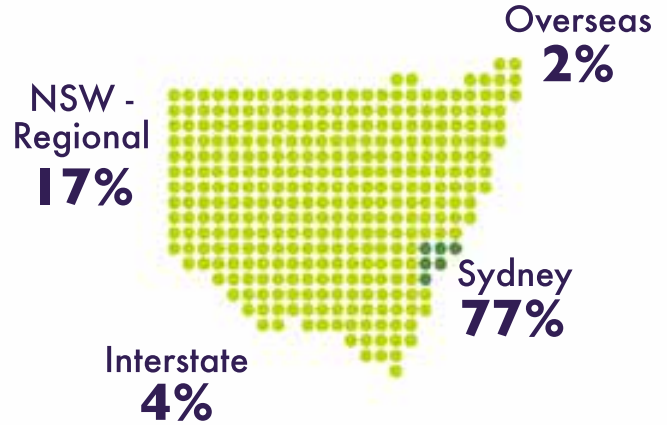
878,677

Avg. 852,000 over the last 5 Shows

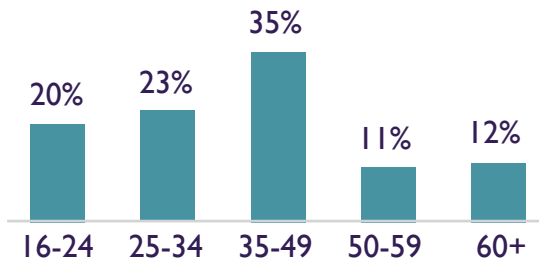
GENDER



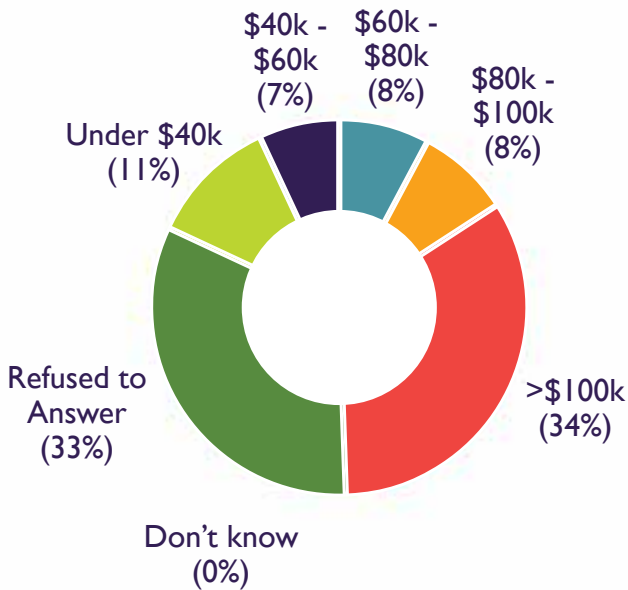
ATTENDEE ORIGINS



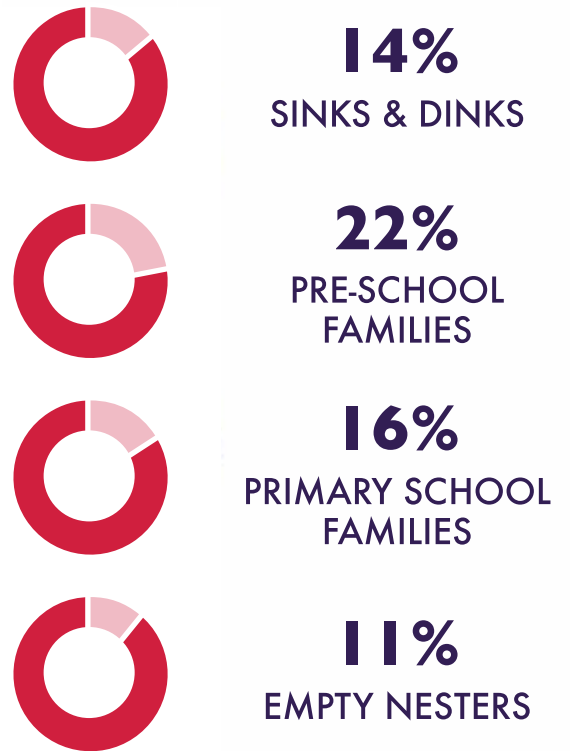
AGE GROUPS



HOUSEHOLD INCOME



KEY CUSTOMER SEGMENTS



SOURCE - IER ATTENDEE RESEARCH 2023

ANIMALS ARE THE MAIN REASON PEOPLE COME TO THE SHOW

OUR 2023 AUDIENCE

AVERAGE SPEND

\$425 Average Spend per Group of 3

Average Spend per Person

\$167



51%

Attend the Show every year



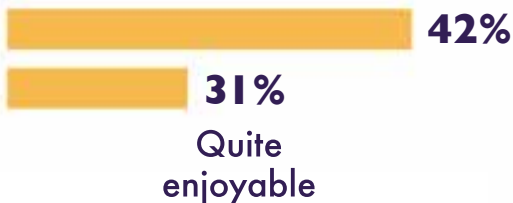
500+

Places to browse, buy and sample

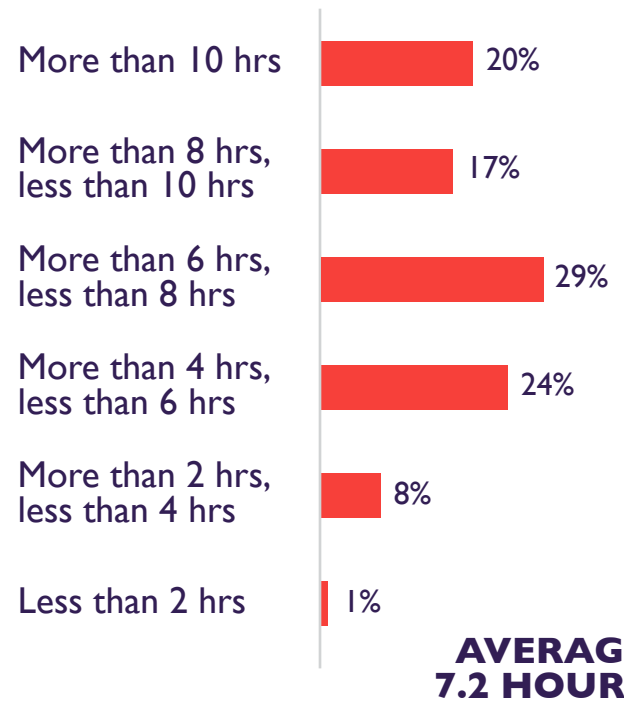
TOP 5 AGREEMENT STATEMENTS

- The Show showcases excellence in Australian agriculture.
- At the Show, the more you look, the more you find.
- The Show forms an important part of our Australian heritage and national identity.
- The Show provides a great variety of entertainment each year.
- The Show educates children and adults about where food comes from.

OVERALL ENJOYMENT OF THE SHOW



NUMBER OF HOURS SPENT AT THE SHOW



IMPACT OF OVER \$247 MILLION TO NSW ECONOMY

SOURCE – ROYAL AGRICULTURAL SOCIETY OF NSW SIZE AND SCOPE STUDY 2015

DIGITAL REACH

22M
Website
Page Views

488K
eDM
Database



241K
Social Media
Users

30M
Organic Social
Impressions

SOURCE - IER ATTENDEE RESEARCH 2023

56% OF ATTENDEES WILL DEFINITELY OR PROBABLY RETURN IN 2024

GIANTS STADIUM MAIN ARENA



Advertise your brand in GIANTS Stadium on:

- **220sqm Big Screen – TVC's and static advertisements**
- **149lm LED screens. Static and animated advertisements**
- **Varying sizes of static perimeter signage**
- **190 Digital IPTV's for static messaging**

GIANTS STADIUM MAIN ARENA IS AT THE HEART OF THE SHOWGROUND AND VISITED BY OVER 440,000 ATTENDEES. IT IS HOST TO THE GRAND PARADE, OPENING CEREMONY, SYDNEY ROYAL HORSE SHOW COMPETITIONS, MAJOR ENTERTAINMENT PROGRAMS AT LUNCHTIME AND IN THE EVENING, THEN ROUNDED OFF WITH THE FIREWORKS FINALE.

MAIN ARENA TVC'S AND STATIC ADVERTISEMENT



The Big Screen is the focal point of GIANTS Stadium Main Arena and at 220sqm, the screen is one of the largest of its type in Australia.

All the action taking place within GIANTS Stadium is broadcast throughout the day, in addition to competition score updates, information about what's on at the Show and advertising messages.

30-second commercials are screened during the 12 days of Show.

RATES & SPECIFICATIONS

TVC ADVERTISEMENT

Rate	P.O.A
Resolution	1920px (w) x 1080px (h)
Aspect Ratio	16:9
Duration	30 sec
Output Format	MP4

STATIC ADVERTISEMENT

Rate	P.O.A
Resolution	359px (w) x 540px (h)
Duration	30 sec
Output Format	PNG / JPEG

MAIN ARENA LED ADVERTISING



Extending over 249lm in GIANTS Stadium, the LED screens are perfect to drive 30-second brand and call-to-action messages.

Both static and *animated advertisements can be accommodated

*Animated messaging is only available from 12-1pm and 6-7pm, outside of horse competitions.

RATES & SPECIFICATIONS

ANIMATED ADVERTISEMENT

Rate	P.O.A
Resolution	File 1: 1600 (w) x 72 (h) File 2: 1040 (w) x 72 (h) File 3: 1960 (w) x 72 (h)
Duration	30 sec
Output Format	MOV / MP4

STATIC ADVERTISEMENT

Rate	P.O.A
Resolution	File 1: 1600 (w) x 72 (h) File 2: 1040 (w) x 72 (h) File 3: 1960 (w) x 72 (h)
Output Format	PNG / JPEG

MAIN ARENA IPTV ADVERTISEMENTS



Apart from broadcasting all the action live on the main arena in GIANTS Stadium, the 190 IPTV in-stadium screens are an important information source promoting competition results, what's on at the Show, customer service details as well as advertising messages.

Located around the arena concourse, above key food outlets, in the Members' and reserved seating areas, restaurants and bars, conference rooms, media centre and in each corporate suite, the IPTVs display 30-second static messages to promote your brand.

RATES & SPECIFICATIONS

IPTV ADVERTISEMENT

Rate	P.O.A
Resolution	1920px (w) x 1080px (h)
DPI	72
Output Format	PNG / JPEG

MAIN ARENA STATIC PERIMETER SIGNAGE



Printed PVC vinyl signage is a permanent fixture over 12 days of the Show and is positioned at ground level around the perimeter of GIANTS Stadium Main Arena.

As a backdrop, Perimeter signage is frequently displayed on the Big Screen during the competitions, presentations and entertainment.

Signage is available around the Arena in 7m, 9m and 12m lengths.

RATES & SPECIFICATIONS

PERIMETER SIGNAGE

Rate	12m	– \$5,000 + GST
	9m	– \$4,000 + GST
	7m	– \$3,500 + GST
Resolution	Option 1	12m (w) x 1.05m (h)
	Option 2	9m (w) x 1.05m (h)
	Option 3	7m (w) x 1.05m (h)

PVC vinyl signage finished with sail track along the top edge and eyelets at 0.5m intervals along the bottom edge.

OTHER ADVERTISING OPPORTUNITIES



A range of advertising opportunities are available that are more targeted in their audience and timing, before, during and after the Show:

- **The Official Show Guide**
- **RAS Times Publication**
- **eastershow.com.au Website**
- **Competition Catalogues**
- **Targeted eDMs**

OFFICIAL SHOW GUIDE ADVERTISING

The Official Show Guide is an interactive digital publication housed on eastershow.com.au.

A must-read for all attendees planning their day, it is available before and during the Show. It features the highly sought-after Showbag listing, ticket prices, transport options, Show highlights, Show map, exciting new attractions, discount coupons, and more.

Full-page colour advertisements are available, with a hyperlink to your company's website.



RATES & SPECIFICATIONS

SHOW GUIDE ADVERTISEMENT

Rate	\$6,000 + GST
Resolution	297mm (h) x 210mm (w)+5mm bleed
DPI	72
Aspect Ratio	Max 40kb

EASTERSHOW.COM.AU WEBSITE ADVERTISING

The Sydney Royal Easter Show website is the online go-to for people searching for Show information.

During the 2023 Show there were 22 million page views and 1.7 million engaged users.

THE SHOW HAS A VARIETY OF PLATFORMS TO PROVIDE TIMELY AND DETAILED INFORMATION TO THE HUNDREDS OF THOUSANDS OF PEOPLE EACH YEAR IN THE BUILD-UP AND DURING THE SHOW.



RATES & SPECIFICATIONS

WEBSITE ADVERTISEMENT

Rate	\$30 / CPM + GST
Resolution	File 1: 90px (h) x 728px (w) File 2: 250px (h) x 300px (w) File 3: 50px (h) x 320px (w) File 4: 100px (h) x 320px (w)
Aspect Ratio	Max 40kb
Output Format	PNG / JPEG

TARGETED EDM TILE ADVERTISING

Leading up to and during the Show, our database of over 480,000 is kept up to date and engaged through a series of eDMs.

Up to two tile advertisements can be placed in each eDM, with a hyperlink to the advertiser's website.

eDM content traditionally includes what's new at the Show, showbag listings, carnival rides, entertainment, food offerings, theme days, early bird ticket prices, etc.



RATES & SPECIFICATIONS

WEBSITE ADVERTISEMENT

Rate	\$5,000 + GST
Resolution	582px (w) x 90px (h)
Aspect Ratio	Max 40kb
Output Format	PNG / JPEG / GIF

RAS TIMES ADVERTISING

The RAS Times is a publication distributed three times a year to over 13,000 RAS Members, our agricultural network, and key stakeholders including government and industry bodies. With over 40 pages of high-quality and full-colour content, the RAS Times covers all aspects of the RAS from competition results to the latest in agricultural news and exclusive Member offers.

The RAS Times is a targeted advertising opportunity reaching agricultural decision-makers and influencers with both Country and City readers. The RAS Times is also available to download from our website www.rasnsw.com.au



RATES & SPECIFICATIONS

SHOW GUIDE ADVERTISEMENT

Full Page Advertisement

Rate	\$3,000 + GST
Dimensions	297 (h) x 210 (w) + 5mm bleed colour

Half Page Advertisement

Rate	\$2,000 + GST
Dimensions	136 (h) x 190 (w) + 5mm bleed colour

COMPETITION CATALOGUE ADVERTISING

Engage with Competition Exhibitors, Industry, Show Officials and interested members of the public by taking a full-page mono advertisement in a Competition Catalogue.

Advertisements can be placed in the following Competition Catalogues:

- Alpaca
- Arts & Crafts
- Cattle
- Domestic Animals
- Flower & Garden
- Goat
- Horse
- Pig
- Poultry & Pigeon
- Sheep & Fleece
- Woodchop

Displaying the results of the respective competition, each catalogue has different distribution figures, and some are printed and available for sale from the Show, whereas others are available online only.



RATES & SPECIFICATIONS

COMPETITION ADVERTISEMENT

Rate P.O.A

DIMENSIONS

Digital Only:

297 x 210mm

Images should be between 72 and 96dpi

RGB

No crops

High quality print setting

Print ready PDF:

297 x 210mm + 5mm bleed
(A4 + bleed: 307 x 215mm)

Images should be 300dpi

Mono (CMYK, not RGB)

Include bleed and crop marks

Press quality print setting



CONTACT US

[SPONSORSHIP OPPORTUNITIES](#)

[EXHIBITOR OPPORTUNITIES](#)

[SYDNEY ROYAL EASTER SHOW AUDIENCE PROFILE](#)

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