



MELBOURNE
ROYAL
SHOW

2024 Advertising Kit





Be part of Victoria's *Largest* Community Event

The Melbourne Royal Show is an annual community event that has been part of Victoria's cultural fabric for over 175 years.

The Melbourne Royal Show is the biggest Victorian major event that brings the community together to celebrate agriculture – producers, products and produce - from rural and regional Victoria to greater Melbourne, and it's for all Victorians.

450k+

Attendees

11 Day

Program

1,100+

Volunteers Involved

900+

Businesses Involved

The Melbourne Royal Show provides *a broad reach and high exposure*

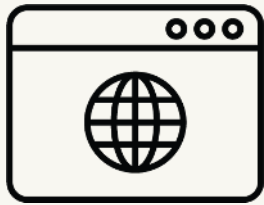
SOCIAL	115K+ Facebook Followers	24K+ Instagram Followers	2.6K+ TikTok Followers	142K+ TikTok Reach
EDM	270K Database	23% Open Rate	WEBSITE	15M+ Website Views
MEDIA	4,255 PR Clippings	110M+ Media Reach	\$45.1M+ PR Value	\$1.6M+ Across TV, Print, Outdoor & Digital



Advertising *Opportunities*

There are various advertising opportunities available which attract a high level of engagement in the lead up to and during the Melbourne Royal Show.

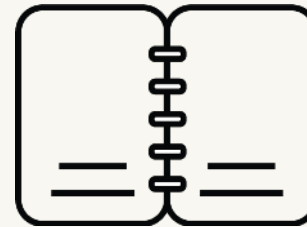
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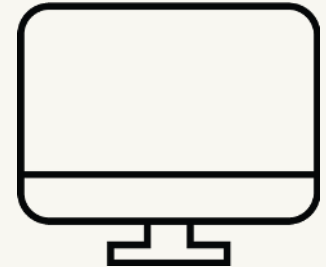
Website
Advertising



Email
Marketing



Show
Guide



Digital
Out of Home

Website Advertising

Visitors to royalshow.com.au enjoy a dynamic and user-friendly experience.

The site's features are designed to deliver extra value to users, encouraging repeat visitation after ticket purchase.

The Melbourne Royal Show website offers advertisers the below digital display ad units across various pages:

DESKTOP

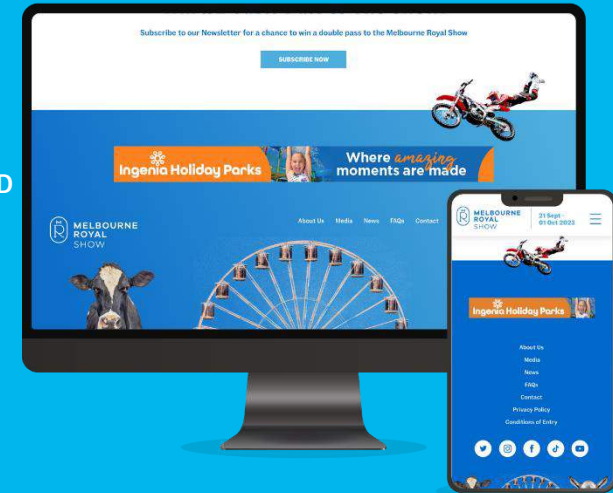
- Billboard
- Large Leaderboard

MOBILE AND TABLET

- Large Mobile Banner
- Mobile Banner

RATE: \$20/CPM (min 120,000 impressions)

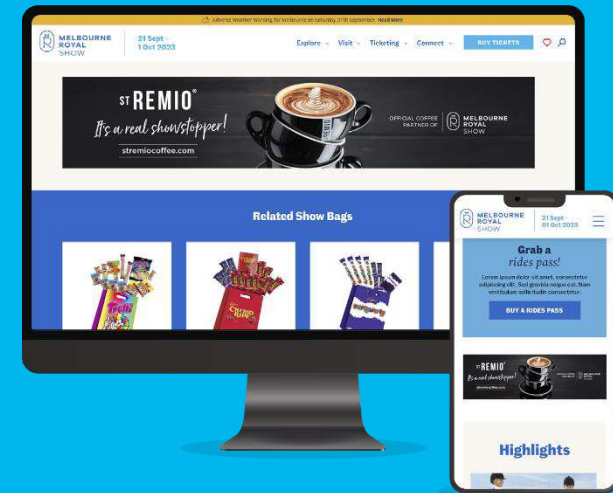
LARGE LEADERBOARD



MOBILE BANNER



BILLBOARD



LARGE MOBILE BANNER



Email Marketing

The Melbourne Royal Show offers exclusive opportunities to advertise in e-newsletters, including premium advertising opportunities in highly anticipated communications including launch events and special announcements.

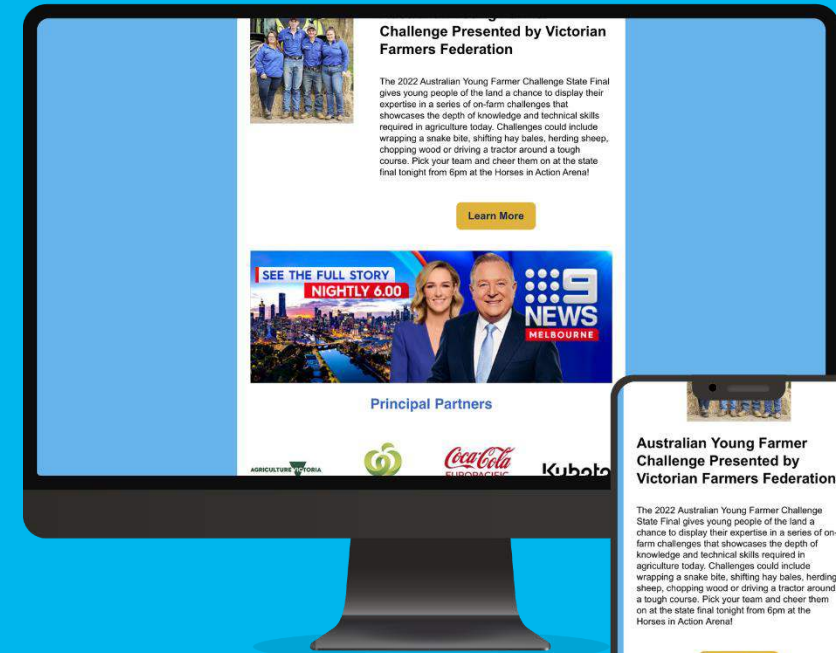
AVERAGE OPEN RATE

- PREMIUM EDM - 49%
- STANDARD EDM - 18%

RATES (exc. GST)

- eDM Banner \$4,800
- Premium eDM Banner \$6,000
- 2 x eDM Banners \$7,800

DESKTOP EDM BANNER



MOBILE EDM BANNER AD



Show Guide *Advertising*

The annual official Show Guide provides a highly effective advertising platform to reach loyal, and new Show audiences.

The much-loved Show Guide will be distributed with the Saturday Herald Sun and The Weekly Times in the lead up to the Show, which will also be supported with a digital flip book version. Both of which will be promoted across the News Corporation network and Melbourne Royal's channels.

RATES (exc. GST)

- **Inside Cover Full Page** \$16,500
- **Back Cover Full Page** \$19,500
- **Full Page** \$12,500
- **Half Page** \$7,000



Digital Out Of Home



SHOWBAG PAVILLION



GRAND BOULEVARD



EPSOM RD – EAST



MAKERS PAVILLION



EPSOM RD – NORTH

On Premise Digital Screen *Locations*



 **MAKERS PAVILION**

 **DIGITAL KIOSKS**

 **SHOWBAG PAVILLION**

 **EPSOM ROAD DIGITAL BILLBOARDS**

Digital Advertising Packages

Asset	BRONZE	SILVER	GOLD	Play Length	Content Type
Showbag Pavilion Digital Display	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Makers Pavilion Digital Display (new!)	33 Plays (3 Daily)	66 Plays (6 Daily)	99 Plays (9 Daily)	30 seconds	Static / Dynamic
Livestock Pavilion Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Ferris Wheel Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Grandstand Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Woodchop Pavilion Digital Kiosk*	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	30 seconds	Static / Dynamic
Epsom Rd Billboard South-East Facing	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	15 seconds	Static
Epsom Rd Billboard East Facing	319 Plays (29 Daily)	638 Plays (58 Daily)	946 Plays (86 Daily)	15 seconds	Static
Website Advertising	150,000 Impressions	250,000 Impressions	400,000 Impressions	-	-
Package Price: (exc. GST)	\$15,000	\$20,000	\$25,000		

*Named are the approximate locations of the digital kiosks, all digital kiosks are double sided & has two screens

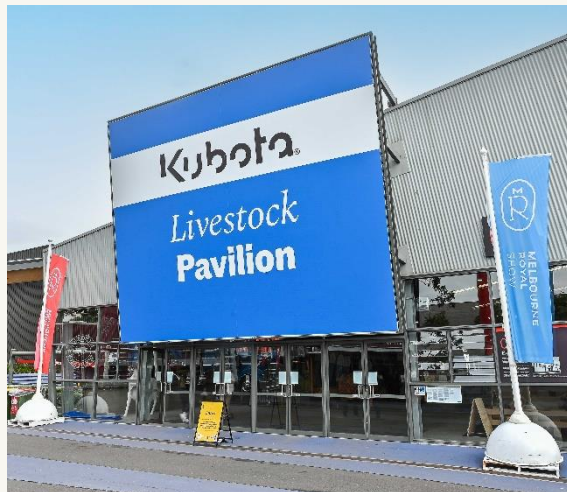
Overview of Assets & Specifications

Channel	Asset	Dimensions (w x h)	File Type	Other Specs / Notes	2024 Dates	Exposure	Price (exc. GST)
Website	Billboard	970px x 250px	JPG (max size 75kb)	Available across various pages on royalshow.com.au	Mid-August – 6 October 2024	Min of 150,000 impressions	\$20 CPM (min \$3,000)
	Large Billboard	930px x 180px	JPG (max size 75kb)				
	Large Mobile Banner	320px x 10px	JPG (max size 75kb)				
	Mobile Banner	1080px x 1080px	JPG (max size 75kb)				
eDM Marketing	eDM Banner Standard	600px x 200px	JPG	Specified eDM send	Mid-August – 6 October 2024	272,000 subscribers	\$4,800
	eDM Banner Premium	600px x 200px	JPG				\$6,000
Show Guide	Inside Cover	Type: 262mm x 293mm	PHOTOSHOP SETUP – CMYK (NEWSPRINT) Resolution - 200dpi Ink Weight - 230% Separation Type - GCR Black Ink Limit - 80% (Recommended) Dot Gain - 30% Highlight set at a minimum of 3%	PRESS READY PDF VERSION 1.4 CMYK NO PRINTERS MARKS Alterations will not be made to supplied PDFs Replacement material must be supplied	Early September 2024 (exact Date TBC)	TBC	\$16,500
	Back Cover						Trim: 278mm x 310mm
	Full Page	\$12,500					
	Half Page	Type: 262mm x 144mm					FONTS: All fonts must be embedded, 10pt min reverse type – Sans Serif Colour Type
Digital Out of Home	Showbag Pavilion	1408px x 190px	JPG or MP4 (Max duration 30sec)	Internal Screen	26 September – 6 October 2024	450,000 Melbourne Royal Show Visitors	\$15,000 to \$25,000 (includes website advert placement)
	Makers Pavilion	TBC	JPG or MP4 (Max duration 30sec)	Internal Screen			
	Digital Kiosks	1080px x 1920px	JPG or MP4 (Max duration 30sec)	4 x Double Sided Internal Screens			
	Epsom Rd East	1408 x 192px	JPG	External Facing Screen			
	Epsom Rd South East	513px x 768px	JPG	External Facing Screen			
						20,000 vehicles pass each screen daily	

Other Opportunities

In addition to advertising, Melbourne Royal Show offers brands an array of interactive opportunities on-site. These opportunities are a great way to put your brand into hands, build positive brand memories and have direct interaction with hundreds of thousands of Victorians.

For more information contact us or view our [Commercial Exhibitor Prospectus](#) or [Sponsorship Prospectus](#)



**Naming Rights
to a Popular Precinct
and Pavilion**



**Branding Rights
to a "Ready-to-Brand"
(Free) Attraction**



**Around-the-Grounds
Signage**



**On-site Stall
or Activation Space
(Including Roaming
Promoters)**



For More *Information*

For more information regarding Melbourne Royal Show's Advertising & Commercial Opportunities please contact:

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