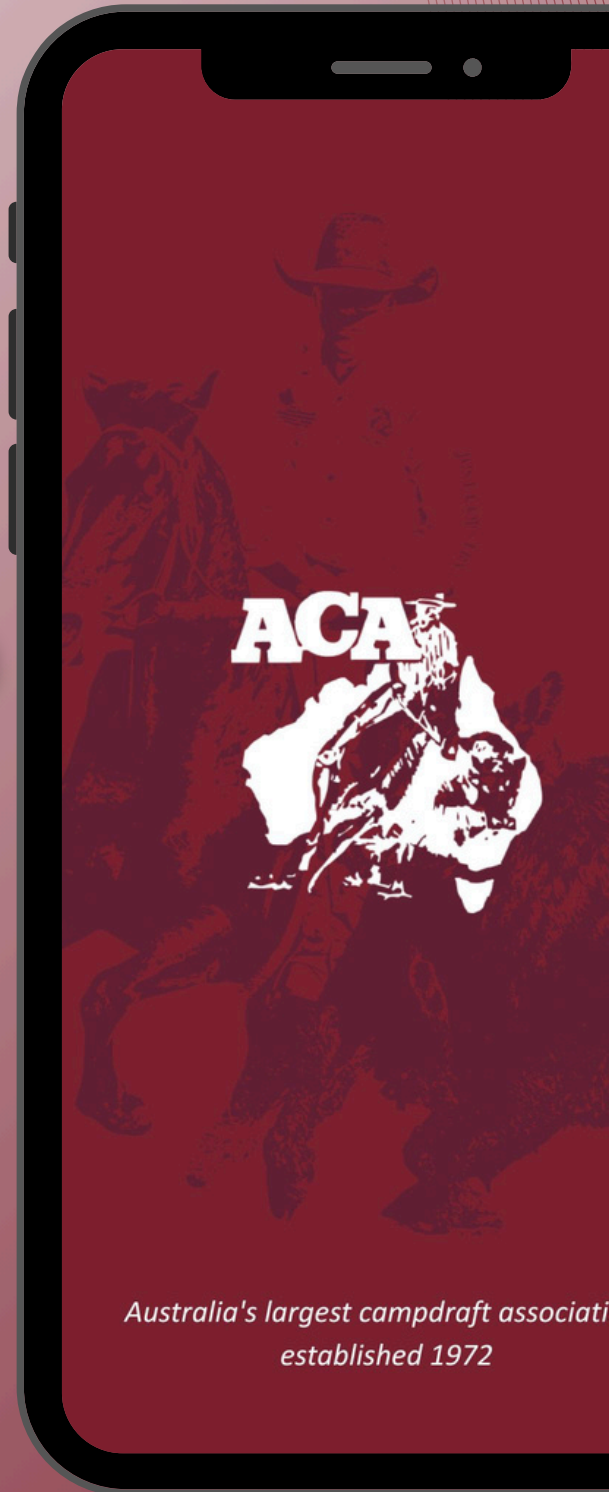


Advertising Opportunities on the ACA App

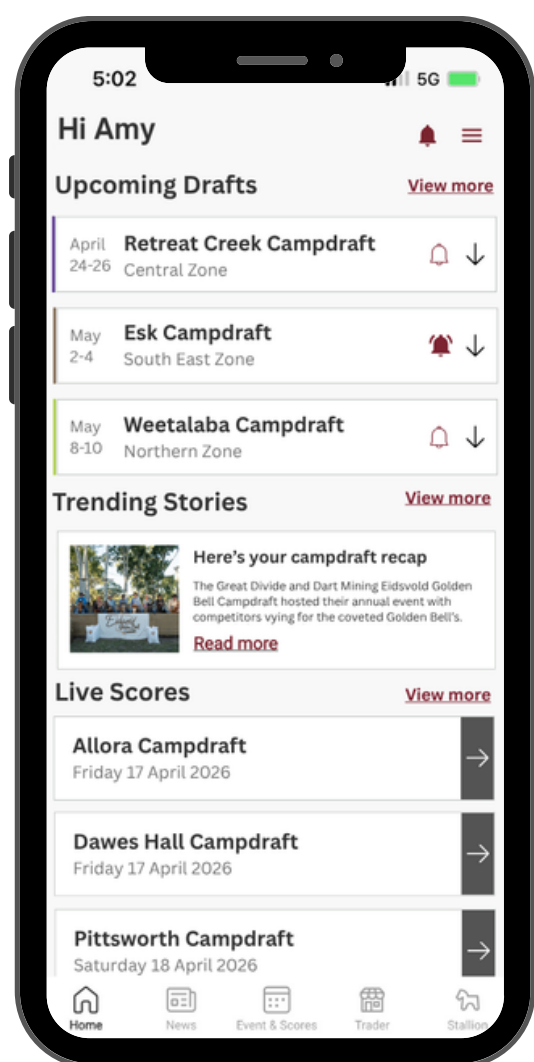
Connect with the campdraft community through Australia's newest digital platform dedicated to equine sport.





Connection with the community

The ACA App is more than an advertising platform. It is a central hub for Australia's campdrafting community, bringing together competitors, horse owners, breeders, livestock producers, employers, and rural businesses. Advertising within the app enables brands to reach a targeted audience with shared interests and strong purchasing power, delivering greater engagement, stronger brand loyalty, and measurable business outcomes.



Upcoming Drafts

Navigate to the C1 Support Tab on www.campdraft.com.au

Trending Stories

Quick access to view the most recent stories, news and articles.

Live Scores

Select the campdraft and event to view live scores as they are recorded in Campdraft One.

Featured Stallions

Features four stallion listings and a link to view more profiles.

Featured Trader

Features four trader listings and link to view more.



Advertisement Pricing for Homepage

LIVESTOCK AGENCIES & SALES

Advertising through the ACA App connects agencies directly with buyers actively involved in the livestock, equine, and rural property sectors. The platform provides an effective way to promote sales, dispersals, auctions, and property listings to an audience with genuine purchasing intent. By reaching people already invested in rural industries, agencies can generate higher-quality enquiries and increase opportunities for successful transactions.

STALLION OWNERS & HORSE BREEDERS

The ACA App offers breeders and stallion owners a dedicated platform to showcase the quality and performance behind their breeding programs. Advertisers can highlight bloodlines, competition results, progeny achievements, and upcoming breeding opportunities to influence mare owner decisions. This targeted exposure helps build credibility, strengthen reputation, and keep breeding programs front of mind for owners.

CATTLE COMPANIES & RURAL EMPLOYERS

Advertising through the ACA App enables rural employers to position their businesses in front of individuals who already share a strong connection to agriculture and rural lifestyles. Beyond promoting employment opportunities, businesses can showcase their culture, values, career pathways, and operations to attract suitable candidates. This builds brand awareness and interest among potential employees before recruitment needs arise.

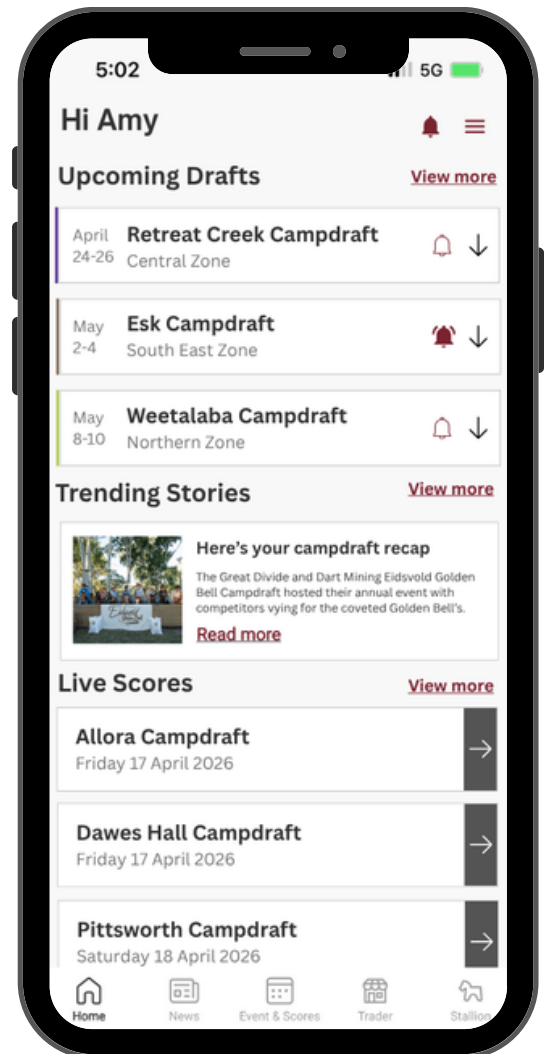
OUTDOOR, WESTERN APPAREL & COUNTRY LIFESTYLE BRANDS

The ACA App provides brands with direct access to consumers who regularly purchase products for work, competition, and a rural lifestyle. By appearing alongside the sport and lifestyle their customers already engage with, brands can create stronger connections and encourage purchasing decisions. Advertising campaigns can be used to launch new products, promote seasonal offers, and drive customers to online purchasing channels.

Advertisement Pricing for Homepage



The ACA App homepage is the primary entry point for users and is designed to provide quick, easy access to essential campdraft content. From this screen, users can preview key areas of the app, including upcoming drafts, trending news and stories, live scores, and featured trader and stallion listings. Clear “view more” links support smooth navigation, making it easy for users to explore content that matters most to them. As the default landing page when the app is opened, the homepage consistently attracts high traffic.

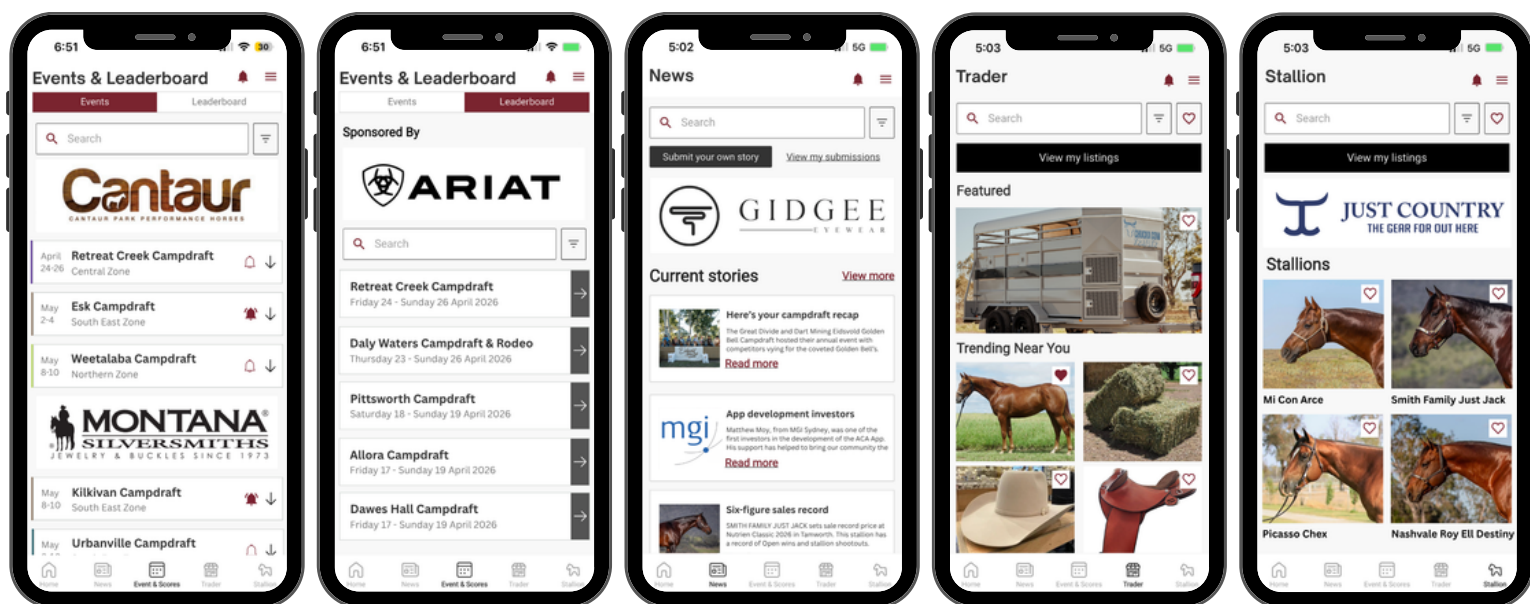


Advertisement Level	Days	Cost
Gold	30	\$1,200
	60	\$2,040
	90	\$2,880
Advertisement Level	Days	Cost
Silver	30	\$1,000
	60	\$1,800
	90	\$2,400



Advertisement Pricing for All Pages

Platinum Advert (top position)	Days	Cost
Event/ Leaderboard/ News/ Trader/ Stallions	30	\$800
Event/ Leaderboard/ News/ Trader/ Stallions	60	\$1,360
Event/ Leaderboard/ News/ Trader/ Stallions	90	\$1,920
Gold Advert (middle position)	Days	Cost
Event/ Leaderboard/ News/ Trader/ Stallions	30	\$600
Event/ Leaderboard/ News/ Trader/ Stallions	60	\$1,020
Event/ Leaderboard/ News/ Trader/ Stallions	90	\$1,440
Silver Advert (lower position)	Days	Cost
Event/ Leaderboard/ News/ Trader/ Stallions	30	\$400
Event/ Leaderboard/ News/ Trader/ Stallions	60	\$680
Event/ Leaderboard/ News/ Trader/ Stallions	90	\$960



Note. Pricing above is per page cost. Discounted pricing may be available for businesses advertising across multiple pages.



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EXT113 APP ADVERTISING OPPORTUNITIES