



TASRACING MEDIA KIT

Advertising options and specifications for:

- Video
- Digital banners
- Print

Advertising options with Tasracing

About advertising with Tasracing

Tasracing provides opportunities to promote products to a wide range of potential customers: racing participants, wagering customers and on-course race goers across digital and printed mediums. Promotions should be aligned with Tasracing's audience and goals and will be subject to review.

Contact Tasracing at marketing@tasracing.com.au to book promotions or discuss options to optimise advertising to your budget.

Tasracing are happy to assist in the development of artwork.

Tasracing product

Video

- tasracing.com.au livestream
- Big screen at meetings / roadside

Digital banners

- tasracing.com.au
- tasracing.com.au newsletter
- goracingtasmania.com.au
- tasracingcorporate.com.au
- tasracingcorporate.com.au
- tasracingcorporate.com.au

Print

Code calendars:

- Thoroughbred calendar
- Harness calendar
- Greyhound calendar

Promotion opportunities

Video promotions (15 / 30 / 60 seconds)

Video promotions (15 / 30 / 60 seconds)

Home page leaderboard (728 x 90)

Newsletter banner (600 x 400-600)

Top of page banner in slider (1600 x 420)

Home page leaderboard top (728 x 90)

Home page leaderboard bottom (728 x 90)

Home page MREC (728 x 90)

Printed promotion (A5 and ½ page)

Printed promotion (A5 and ½ page)

Printed promotion (A5 and ½ page)

Video promotions on TasracingTV

Every meeting streams live on tasracing.com.au and is available for review Ondemand. For examples see: tasracing.com.au/ondemand
Audience: wagering customers and participants

Monthly page views: 18,188

The screenshot displays the TasracingTV website interface. At the top, the navigation bar includes the Tasracing logo, menu items for FORM GUIDES, NEWS, REPLAYS, ON DEMAND, INDUSTRY, and GO RACING TASMANIA, along with LOGIN and JOIN buttons. The main content area is divided into several sections:

- Artwork specifications:** A sidebar on the left lists technical requirements: Width: 1920 px, Height: 1080 px, Resolution: 72 dpi, File type: MP4. A note below states: "No fade or dissolve at the end of the video."
- FORMPLUS TASMANIAN FORM GUIDES:** A central section with tabs for Upcoming, Results, and Calendar. It shows a list of events for 20 July, Tuesday, under the Devonport Greyhound category. The list includes:
 - R1 The Advocate @ 8-7-6-4
 - R2 Ulverstone Pet Foods @ 6-3-8-1
 - R3 Great Northern Zero @ 1-8-6-2
 - R4 Kennel Podcast With Brennan & Matt @ 7-8-2-4
 - R5 Put Your Quaddles On @ 2-4-6-8
 - R6 Ladbroke It! @ 2-3-4-8
 - R7 Simons Carpet One @ 6-4-3-1
 - R8 Crown Lager - Australia's Best @ 7-4-6-3
 - R9 Ladbroke's Cash In @ 2-6-5-4
 - R10 Surepick @ 8-6-7-4
- Hobart R5 Salters Hire 0-66:** A video player showing a horse race in progress. The player includes a "TASRACING TV" logo, a "Hobart" event title, the date "04 JUL 2021, SUN", and a "TOGGLE DESCRIPTION" button. Below the player are three streaming options: TasracingTV 1, TasracingTV 2, and TasracingTV 3, each with a play button icon.
- UPCOMING LIVE HOSTED MEETINGS:** A section at the bottom with a "Live Host Schedule" link, showing a meeting for Sunday, 25 Jul, 2021.

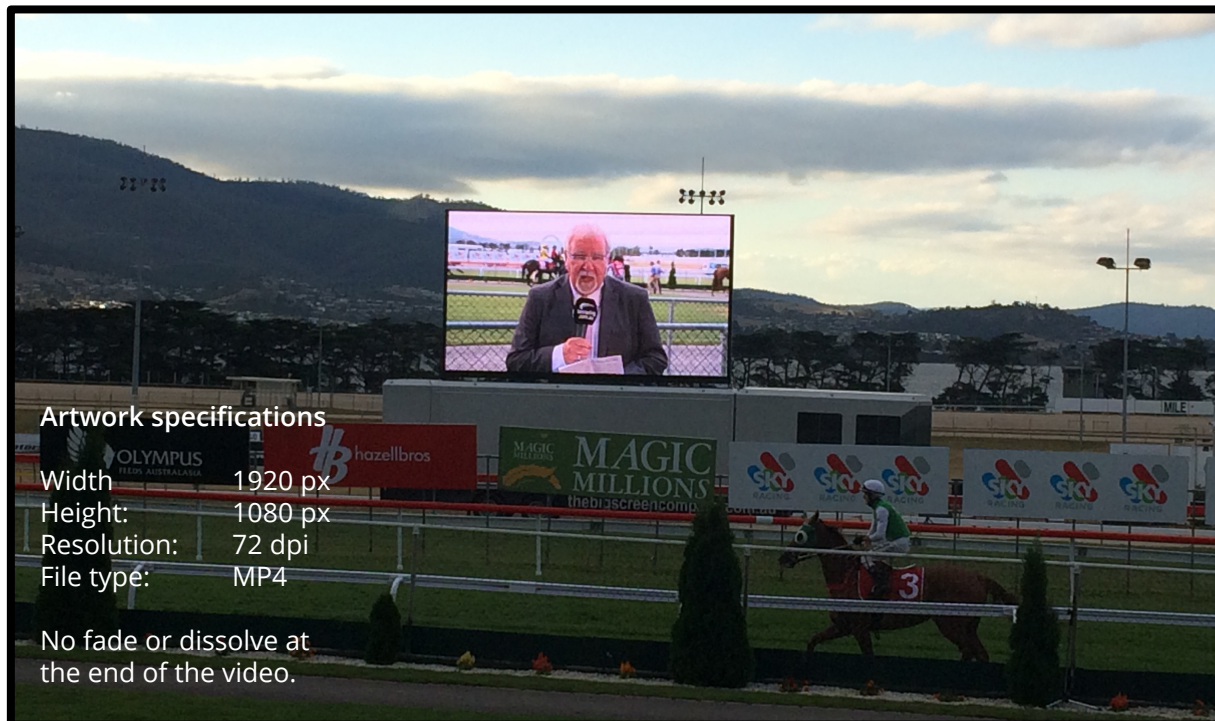
Video promotions on Tasracing's outdoor big screen

Tasracing's large screen is available for promotions at major events and on road-side locations in the lead up to events (subject to council approval).

Audience: On track - race goers
Road side - general public

Attendance major events:
Daily traffic (Brooker):

2,000-4,000
55,000 / day



Advertising on tasracing.com.au

Homepage leaderboard
Audience: Wagering customers

Monthly user sessions: 60,000
Monthly page views: 108,000

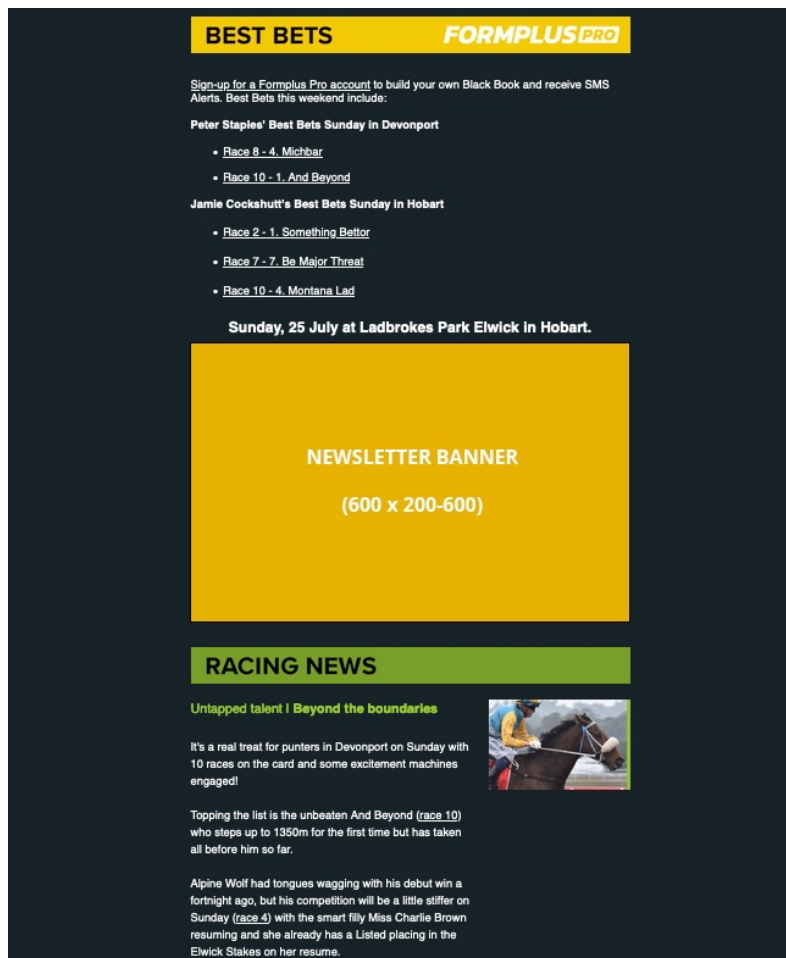
The screenshot shows the homepage of tasracing.com.au. The navigation bar includes links for FORM GUIDES, NEWS, REPLAYS, ON DEMAND, INDUSTRY, and GO RACING TASMANIA. The main content area is divided into several sections:

- Artwork specifications:** A sidebar on the left lists specifications for a leaderboard: Width 90 px, Height 728 px, Resolution 72 dpi, and File type JPG.
- Leaderboard:** A central section titled "FORMPLUS TASMANIAN FORM GUIDES" with tabs for "Upcoming", "Results", and "Calendar". It lists events for 22 July (Thursday) and 25 July (Sunday), including "Hobart Greyhound" and "Hobart Thoroughbred".
- This week's racing:** A section titled "SOON: Hobart Greyhounds" for Thursday 22 Jul, 2021, with 10 races. It includes buttons for "Form guide" and "Upgrade to PRO", and a "1 day to go" countdown.
- Featured News:** A news article titled "Parish stays the distance" with a photo of a jockey on a horse. The text mentions Jockey Dianne Parish.
- LEADERBOARD 728 x 90:** A prominent green banner at the bottom of the main content area.
- Ladbrokes:** A red banner at the very bottom with the text "GIDDY UP! LADBROKE IT!" and the Ladbrokes logo.

Advertising in tasracing.com.au's newsletter

Weekly newsletter focusing on racing news and wagering products.
Audience: Wagering customers

Subscribers: 6500



Artwork specifications

Banner

Width: 600 px
Height: 200 - 600 px
Resolution: 72 dpi
File type: JPG

Newsletter banner can link through to video promotion.

Advertising on goracingtasmania.com.au

Homepage top slider banner
Audience: Race goers

Monthly user sessions: 6,500
Monthly page views: 20,000

The screenshot shows the website's navigation bar with the following elements:

- Header: NEXT MEETING: Thursday, Shane Yates Memorial 2021
- Right side: Contact About Login or signup
- Logo: GORACING TASMANIA
- Menu: Calendar Clubs Summer of Racing YRT News About Contact
- Search: Search Cart

The main content area is a large blue rectangle with the following text:

Artwork specifications

Top banner will display among other promotions in a slider:

TOP BANNER SLIDER

(1600 x 420)

Width: 1600px
Height: 420 px
Resolution: 72 dpi
File type: JPG

The 'Featured events' section includes the following content:

Featured events

Whether it's a family picnic, a work function, or just a chance to get a group of friends together for a day of great food, drink and a punt – racing in Tasmania has it all. Check out the best event to suit your group.

On the left and right sides are vertical banners for **FORM PLUS PRO** with the tagline "The ultimate Tassie Formguide" and a "WIN" speech bubble.

The central event carousel features:

- JUL 25 SUN**: FORMPLUS PRO PUNTERS CLUB Race Day
- AUG 06 FRI**: GAME ON!
- AUG 12 THU**: TASMANIAN SPRINT & DISTANCE CHAMPIONSHIPS
- SEP 05 SUN**: ENJOY FATHER'S DAY FUN at Spreyton

Advertising on goracingtasmania.com.au

Leaderboard bottom of page
Audience: Race goers

Monthly user sessions: 6,500
Monthly page views: 20,000

Tasmanian regional racing

Tasmania's racing clubs have been welcoming groups to the races for over 150 years, in all corners of our beautiful island across three codes of racing – thoroughbred, harness and greyhound racing.



Thoroughbred Racing

[Learn More](#)



Greyhound Racing

[Learn More](#)



Harness Racing

[Learn More](#)



LEADERBOARD

(728 x 90)

Artwork specifications

Leaderboard

Width: 90 px
Height: 728 px
Resolution: 72 dpi
File type: JPG

Subscribe to our newsletter

Enter your email address



Ladbrokes

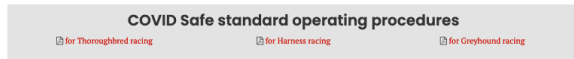
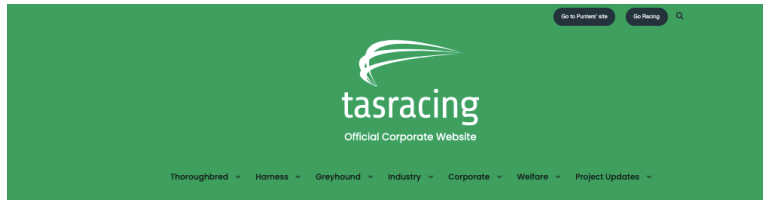


MAGIC MILLIONS

Advertising on tasracingcorporate.com.au

Leaderboard top and bottom, MREC
Audience: Industry participants

Monthly user sessions: 7,500
Monthly page views: 14,000



Thoroughbreds – Industry Appreciation Award 2021

Wednesday 14 July 2021

Tasracing is pleased to continue the Industry Appreciation Award introduced at the 2019 Tasmanian Thoroughbred Awards. The Appreciation Award will recognise and celebrate the commitment, resilience and passion that our thoroughbred industry exhibits every day! The annual awards have always recognised the best of the best in our industry – often measured by statistics. This...

[Read more](#)

» News, Thoroughbred News

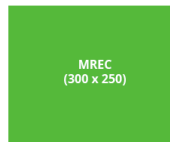
Media release: \$3 million infrastructure upgrades for the racing industry

Monday 12 July 2021

[Older posts →](#)

Racing updates

- Important COVID update 20 July 2021
- Important COVID-19 update
- Trotting to cease in Tasmania
- Harness – Tabled Selected First
- Greyhound stakes to increase from 1 April 2021



Artwork specifications

Leaderboard

Width: 90 px
Height: 728 px
Resolution: 72 dpi
File type: JPG

MREC

Width: 300 px
Height: 250 px
Resolution: 72 dpi
File type: JPG

Advertising in Tasracing's printed racing calendars

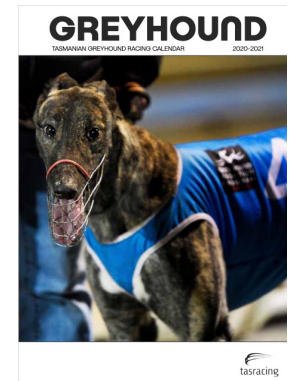
Tasracing produces printed calendars for each code of racing.
Audience: Participants and race goers

Code
Thoroughbred
Harness
Greyhound

Print cycle
Quarterly
Quarterly
Annual

FULL PAGE

½ page



Specifications for artwork:

A5 148mm wide x 210 mm high
Bleed 5mm with crop marks, safe area inside for text 20mm all around. 300 DPI. PDF file.

½ page 148mm wide x 105 mm high
Bleed 5mm with crop marks, safe area inside for text 20mm all around. 300 DPI. PDF file.