



MEDIA KIT 2017/18

ADVERTISING OPTIONS AND SPECIFICATIONS





ABOUT HARNESS RACING NEW ZEALAND

The New Zealand Racing industry background information

One in every 83 New Zealand residents is employed (paid or unpaid) by the New Zealand Racing Industry. There is an average of nearly three race meetings every day, providing entertainment and employment for New Zealand residents. Between those who are employed directly by racing (52,700) and those who attend the races (1,000,000), a significant proportion of the New Zealand population have a direct involvement with racing. The racing industry is responsible for generating more than \$167million in export revenue for New Zealand. Key markets include Australia and North America.

In economic terms, the New Zealand Racing Industry (\$1,635 mil) is comparable in size to the Wine Industry (\$1,500 mil) and the Seafood Industry (\$1,700 mil). In dollar terms, the racing industry generates its largest portion of expenditure in the Agriculture, Forestry & Fishing sector, followed by Cultural & Recreational Services and Health & Community Services.

*** IER (2010) Size and Scope of the New Zealand Racing Industry.*



BACKGROUND INFORMATION

HRNZ Background

Harness Racing New Zealand (HRNZ) is the administrative body for Harness Racing. There are 265 race meetings held by the 47 harness clubs at 38 venues throughout New Zealand in a season. HRNZ deals with everything from the registration of horses and licence holders within the industry to publishing a magazine, implementation of promotional programmes, Handicapping and Education.

HRNZ has a number of advertising tools available to help effectively market your company within the industry. Through our established website there are a number of different packages to choose from depending on your budget, requirements and desired outcomes. Please feel free to speak with an HRNZ advertising representative to discuss what options would be most effective for you.

Harness Racing Website

The HRNZ website was voted best website at the World Trotting Conference early this year, and attracts a high traffic volume everyday. With advertising banners placed in key positions located on every page of the HRNZ website you are guaranteed increased brand awareness and mindshare. We provide you with the opportunity to align your companies marketing message, products, capabilities and information with our own independent site content. HRNZ can also link your banner to a URL allowing you to drive highly targeted and relevant traffic to your website.

The HRNZ website is one of the most important tools to those who operate in the industry today. Integrated to the website is a database developed by HRNZ called InfoHorse. Industry participants, such as owners, breeders, punters and trainers are continually drawn to the site to check the latest meeting nominations, fields and results. Access to HRNZ's extensive InfoHorse database also encourages many to re-visit the site. The website has a constant flow of visitors as we are able to provide current, accurate and reliable information.



STATISTICS

HRNZ WEBSITE (www.hrnz.co.nz)

voted best website at the World Trotting Conference 2015

WEBSITE SESSIONS:

Source: Google Analytics. Period June 1, 2016 - May 31, 2017

750 - every hour

13,121 - every day

85,512 - every week

357,919 - every month

Average Pages per Sessions – 9.25

(Average number of pages viewed during a session)

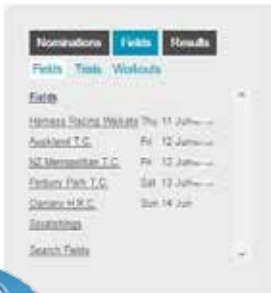
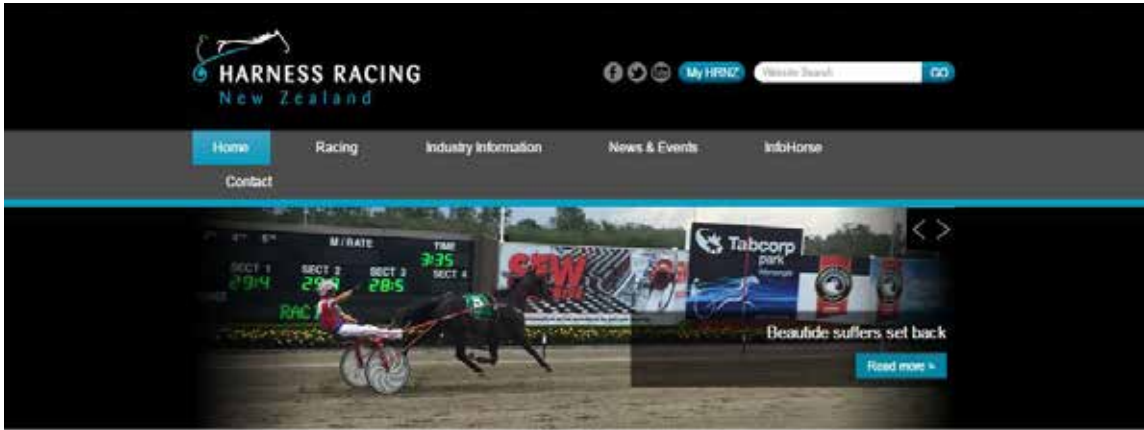
Average Session duration - 7 mins 48 secs

(Average length of a session)



WEBSITE ADVERTISING

Contact Michelle Harris 03-964-1198 or email: mharris@hrnz.co.nz



SIDE BANNER

FOOTER BANNER



Position	Timeframe	Price (PER MONTH)	Dimensions
Side Banner	Up to 3 weeks	\$400+GST	160 x 600 pixels
Side Banner	1 - 2 months	\$340 +GST	160 x 600 pixels
Side Banner	3-4 months	\$315+GST	160 x 600 pixels
Side Banner	5 months plus	\$280+GST	160 x 600 pixels
Footer Banner	Up to 3 weeks	\$230+GST	213 x 177 pixels
Footer Banner	1 - 2 months	\$190+GST	213 x 177 pixels
Footer Banner	3-4 months	\$160+GST	213 x 177 pixels
Footer Banner	5 months plus	\$110+GST	213 x 177 pixels

BANNER SPECIFICATIONS:

- Size:** 160 x 600 pixels
213 X 177 pixels
- Resolution:** 72 dpi
- Format:** gif, jpeg or animated gif
- File Size:** 100k maximum
- ALT Text:** Button advertisements should have a description specifying the purpose of the button.
- Linking URL:** Ideally the button should link to an active URL
- Deadlines:** All button advertisements must meet the specifications and be submitted to Harness Racing New Zealand 4 business days before the start of the advertising campaign.





CONTACT US

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