

Welcome to Racecourse Data Company

Representing 59 Racecourses



racecourse data company

Racecard



Customer Type	Annual Rate
Bookmakers	
LBO Online	£53.22 per shop £15k for the first £25m of turnover p.a £1,577.53 per £25m of turnover thereafter p.a.
International Bookmakers (Does not take horseracing bets from UK and Ireland)*	
LBO Online	£15.78 per shop £1,578 for the first £10m of turnover per annum £1,578 for the first £10m of turnover thereafter
Special Media	
Newspapers	See specialist media rate card
Wallsheets	See specialist media rate card
Form Publications	See specialist media rate card
Specialist Websites	See specialist media rate card
Broadcasters	See specialist media rate card
Racecourses	
Racecard	£1,064
Websites	£1,064
Other Media	
Newspapers - daily and weekly	
Daily Newspaper	£2,310
Non-Daily Newspaper	£277
Media Website (across all devices)	£1,277
Private	
Pro Punters	£8,514
Distributor licence	
Distributor licence	£53,215
Notes	
*When customer exceeds £25 million of turnover moves to Bookmaker rates.	

Specialist Media

Specialist Media Type	Rate (£)	Component Measure
Print/Wallsheet	0.5%	net circulation revenue
Form Publications	£5,322	Flat fee
Website	£0.0016	per page view
Tablet and Mobile	£0.00016	per page view
Business to Consumer Broadcaster	£0.0016	per unique viewer / subscription per day of broadcast
Business to Business Broadcaster UK (use on screen)	£8.51	per shop
Business to Business Broadcaster International (online & retail)	£1,578	per £10m customer turnover