

Don't Miss... Smarter Advertising

Don't Miss is an intelligent advertising product that targets your most suitable listings to the right people by suburb and price.

Don't Miss listings appear at the top of the search results page, attracting approximately 3* times more clicks than the next highest listing!

HOW IS IT TARGETED?

Don't Miss will make your advertising dollars work harder by targeting your most relevant listing, ensuring you market the right properties to the right people, every time. The Don't Miss spot displays one of your nominated listings that's within the user's price and suburb criteria.

BE IN CONTROL

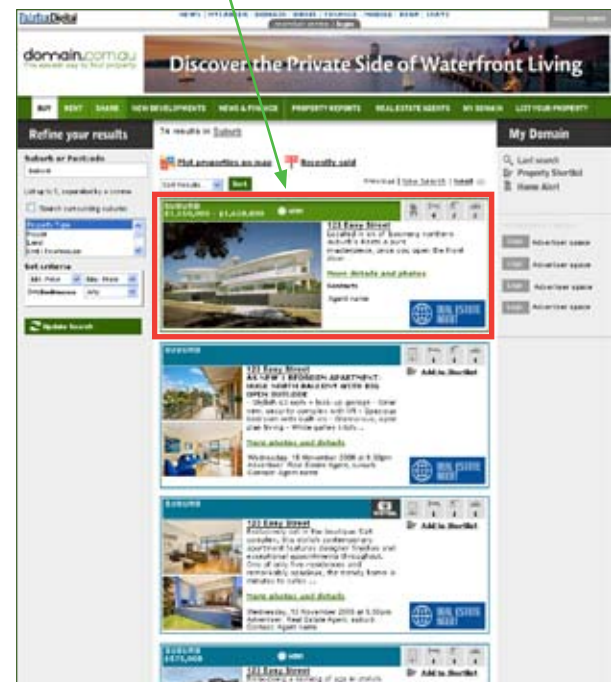
Don't Miss can be purchased by suburb, by week, in both the For Sale and For Rent categories. You can nominate multiple listings at various price ranges to be eligible to appear in your Don't Miss spot. This gives you the freedom to concentrate on your most valued properties where costs can be passed onto vendors.

DON'T MISS OUT ON THIS:	
The most prominent spot in the search results	✓
Approx. 3 times more clicks than the 2nd listing*	✓
Premium design – bold colour and larger "Hero Shot" photo	✓
Smarter, efficient and targeted advertising	✓
Market the most relevant listing	✓
Don't waste \$\$ or opportunities advertising the wrong listings to the wrong people	✓
Be in control of which listings you promote	✓

* SOURCE: DOMAIN.COM.AU INTERNAL LOGS, NOVEMBER 2006

HOW IT WORKS

By combining the power of the top spot with targeted technology, this product will deliver the best results in your suburb.



CONTACT TODAY

To find out more about this exciting product, simply contact your Account Manager or call us on 1300 799 109 or email sales@domain.com.au