Do🏠ain

Just what you're looking for

Fairfax Media

I2DOM_FL114

Agent banners
More opportunities to increase
the awareness of your brand

Do🏠ain

Just what you're looking for

Agent banner advertising

Agent banner ads provide your business with additional exposure to capture your audience's attention.

Domain also offers agents a cost effective service for the production of agent banners. See back page for rates. (Note: not all creative options are available, check with your Account Manager for details).

Agent banners (leaderboard and skyscraper)

Positioned at the top of the search results page, you can create a highly visible brand campaign promoting your business to attract active property seekers and vendors.

Agent gallery

Positioned prominently on every search results page for that suburb, the Agent Gallery provides an excellent branding opportunity.

Whilst buyers and potential sellers scroll through a suburb search result matching their criteria, your company details will appear under the third listing on every page. This placement leaves a lasting impression of your company details to our extensive audience.

Why Agent banners?

- Receive 100% Share of Voice (Agent Gallery)
- Build recognition in your local area
- Increase awareness of your business and listings in surrounding suburbs
- More click throughs to your agent profile page or your agency website to further drive traffic to your vendor listings
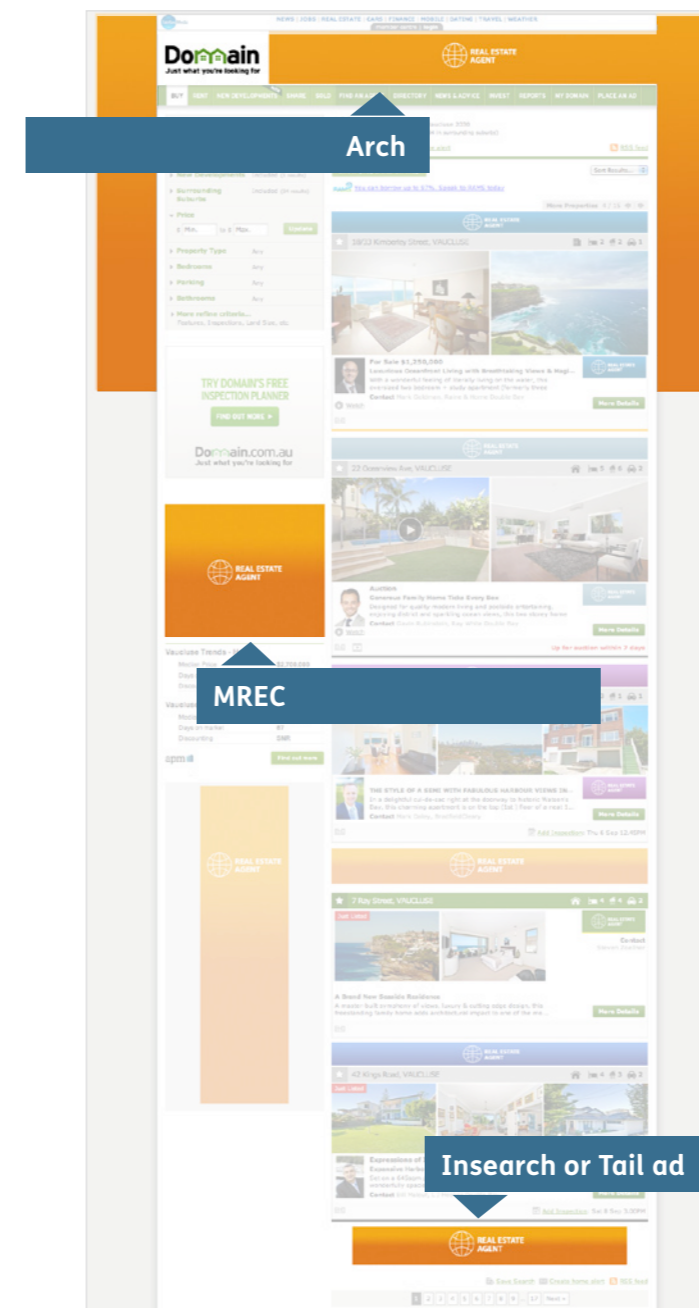- Greater exposure to more property seekers

Case study
online banner blindness

The concept of 'banner blindness' suggests that online visitors ignore everything that looks like an advertisement, a Dutch eye-tracking study into online news sites proved that banner blindness is a myth.

New research shows that 72% of visitors noticed banner advertisements on online news sites.

The study unveiled a direct correlation between banner size and attention. Bigger banners attracted significantly more attention, providing advertisers with the opportunity to create higher cut-through and impact across online campaigns

Leaderboard

Static or flash – search results page

Static (1 image) or flash (3 images rotating such as teaser, message and call to action)

Cost: $178.20 ($198 incl. GST)

Size: 728 px W x 90 px H, file size up to 40kb

Skyscraper

Search results page

Static (1 image) or flash (3 images rotating such as teaser, message and call to action)

Cost: $178.20 ($198 incl. GST)

Size: 160 px W x 600 px H, file size up to 40kb

Arch

Create PDS

Cost: $290 ($330 incl. GST)

Gutters

2 static (left and right)

Cost: $198 ($220 incl. GST)

Size: 125 px W x 700 px H, file size up to 30kb each

MREC

Search results page

Static (1 image) or flash (3 images rotating such as teaser, message and call to action)

Cost: $178.20 ($198 incl. GST)

Size: 300 px W x 250 px H, file size up to 40kb

Agency Banner & Leaderboard

Top Spot or Premium Plus

Cost: $59.40 ($66 incl. GST)

Size: 915 px W x 42 px H, file size up to 100kb
728 px W x 90 px H, file size up to 65kb

Agent Gallery

Static – search page results

Cost: $59.40 ($66 incl. GST)

Size: 915 px W x 42 px H, file size up to 100kb
728 px W x 90 px H, file size up to 65kb

Insearch or Tail ad

Static – search results page

Cost: $99 ($110 incl. GST)

Size: Insearch 580 px W x 100 px H, file size up to 40kb
Tail Ad 520 px W x 70 px H, file size up to 40kb