



Print and online advertising in the Sun-Herald

Effective 1 August 2012

Do^hain
Just what you're looking for

Domain Sun-Herald

Domain in The Sun-Herald offers flexible advertising solutions to suit your budget, targeting both print and online users. Capturing all demographics, Sunday's Domain offers the perfect environment to reach almost 1.1 million* potential buyers and investors.

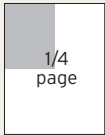

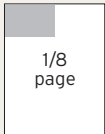





Now with Packages, that include Saturday Domain, The Sun-Herald, Domain.com.au, and your choice of our mid-week Domain's (Domain North, Domain East or Domain Inner West) - you can extend your reach to buyers and attract the affluent and educated readers of Domain from Sydney Metro, Country and Coast.

Choose your Paper, Choose your Budget and Target your Buyers.

Domain Sun-Herald display rates

Product	Size	Price (\$)	Deadline
Single module (1/16 page)	92 mm H x 63 mm W	\$590 (\$649 incl. GST)	Booking / cancellation: 10am Wednesday Material 3pm Thursday
Double module (1/8 page)	92 mm H x 129 mm W	\$1,180 (\$1,298 incl. GST)	
Quarter page	92 mm H x 260 mm W	\$2,360 (\$2,596 incl. GST)	
Half page	186 mm H x 260 mm W	\$4,720 (\$5,192 incl. GST)	
Full page	374 mm H x 260 mm W	\$9,440 (\$10,384 incl. GST)	

2 x paper packages with eBrochure

Packages	Contents	Cost per campaign
Platinum	Saturday Domain  1/4 page + The Sun-Herald  1/16 page + eBrochure	\$2,610 (\$2,871 incl. GST)
Gold	Saturday Domain  1/8 page + The Sun-Herald  1/16 page + eBrochure	\$1,730 (\$1,903 incl GST)
Silver	Saturday Domain  1/16 page + The Sun-Herald  1/16 page + eBrochure	\$1,400 (\$1,540 incl GST)
Bronze	Saturday Domain  1/32 page + The Sun-Herald  1/16 page + eBrochure	\$980 (\$1,078 incl GST)

Smart buy package (for properties under \$800k)

Packages	Contents	Cost per campaign
Smart buy		\$830 (\$913 incl. GST)

3 x paper packages with eBrochure

Packages	Contents	Cost per campaign
Platinum Plus		Panorama (2 page) in Mid Week Domain of choice = \$6,270 (\$6,897 incl. GST) or Double page in Mid Week Domain of choice = \$6,070 (\$6,677 incl. GST)
Platinum		Full page in Mid Week Domain of choice = \$3,240 (\$3,564 incl. GST) or Half page in Mid Week Domain of choice = \$2,900 (\$3,190 incl. GST)
Gold		Full page in Mid Week Domain of choice = \$2,370 (\$2,607 incl. GST) or Half page in Mid Week Domain of choice = \$2,030 (\$2,233 incl. GST)
Silver		Full page in Mid Week Domain of choice = \$2,040 (\$2,244 incl. GST) or Half page in Mid Week Domain of choice = \$1,690 (\$1,859 incl. GST)
Bronze		Full page in Mid Week Domain of choice = \$1,610 (\$1,771 incl. GST) or Half page in Mid Week Domain of choice = \$1,270 (\$1,397 incl. GST)

Terms and Conditions:

- Packages available for single resale properties only.
- Multiple properties and new developments not accepted.
- Domain.com.au's eBrochure gives you the opportunity to directly target property seekers who have registered their interest in properties that match your listings by sending them an email of a selected property.
- With all packages booked, a free appearance in Saturday Domain's Open For Inspection Guide is included.
- Choice of mid-week Domains: Domain North (Tues), Domain Inner West (Tues) or Domain East (Wed).
- If 4 consecutive weeks of either Platinum, gold, Silver or Bronze packages are booked – 4th week is received at half price.
- Rates valid 1 August 2012 to 30 June 2013.
- Media commissions exempt from being paid on these packages.

To advertise or find out more contact us today

1300 799 109 | sales@domain.com.au

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